

The NATIONAL UNDERWRITER

January 30, 1960
64th Year, No. 5

—The National Weekly Newspaper of Life and A&S Insurance—

Second class postage paid at Chicago.
Published weekly (with two extra issues in September) at 175 W. Jackson Blvd., Chicago 4, Illinois.

30¢ a copy
\$7.50 a year

Legal Battle Looms Over Suicide Ban In Policy Bought Via Option

By ROBERT B. MITCHELL

NEW YORK—Should the additional insurance bought under a guaranteed insurability option be considered so much an integral part of the original policy that only the suicide and contestability provisions in the underlying policy should be permitted to apply?

Or should the right to buy additional coverage be construed only as the right to a policy the same as that issued to any other applicant—including the usual suicide and contestability provisions?

This legal and philosophical ques-

tion was again the subject of a New York department hearing last week, a continuation of the one held Jan. 5 by First Deputy Samuel Cantor.

Contest Strictly A Legal One

At the conclusion of a considerable amount of testimony, it appeared that the question would have to be fought out on strictly legal grounds. The company people were as convinced as ever of the rightness of excluding suicide for the usual periods following issue of each new policy bought under the option. The department showed no sign of weakening in its earlier position that only the suicide and contestable periods in the ori-

ginal policies should be permitted to apply.

In essence the company position is that selling policies pursuant to the guaranteed insurability option but without the usual suicide and contestability clauses would be unfair to other policyholders paying the same premium for contracts otherwise identical except for containing the exclusion clauses.

Fear 'Induced' Suicides

Moreover, the companies contend that the right of a policyholder to buy additional coverage lacking an immediate suicide exclusion would seri-

(CONTINUED ON PAGE 18)

H. Ladd Plumley Is Named State Mutual Chairman, President

H. Ladd Plumley, who has been State Mutual Life's president since 1951, has been elected chairman and

president. Mr. Plumley joined State Mutual in 1945 as head of the then newly organized group department, became a vice-president in 1947 and a director in 1950.

He has been in the life insurance business since 1925, first with Travelers, and during World War II, as chief of the life insurance section of the Army's office of fiscal director.

Mr. Plumley is also chairman of Worcester Mutual Fire and Guarantee Mutual. He is a director of the U.S. Chamber of Commerce, a trustee of the Bank of New York and a director of the Worcester County National Bank.

Single Premium Immediate Annuity Rates Decreased By Conn. Mutual

Connecticut Mutual Life has made an across-the-board rate reduction on single premium immediate annuities. Although the reductions are not uniform, they affect all types of these annuities at all ages.

The lower rates reflect the higher interest rates presently obtainable on new investments and a mortality basis that has been brought into line with current experience, the company said.

The Schergens agency of Aetna Life & Fire, Shreveport, La., was the company leader in A&S production for 1959.

Alaska Appoints Scott Commissioner

William M. Scott, former U.S. manager of Canadian group, has been appointed director of the Alaska department. He opened the U.S. head office of Canadian group at Los Angeles in 1933 and directed operations until resigning in 1951 to enter local agency work with the Scott, Irvine & Stiles agency of Los Angeles.

Mr. Scott has been active in the Pacific chapter of CPCU and the California pond of Blue Goose.

D.P. Cahill Resigns Grand Rapids Post

GRAND RAPIDS—Daniel P. Cahill has resigned as manager at Grand Rapids for Mutual of New York. A CLU, he has had extensive experience in life insurance and was for two years director of the Purdue course. Before that he was assistant director of the Texas Christian University course.

In the three years he has been manager at Grand Rapids, production has increased from \$6 million to \$9 million. He is a past president of the New York City CLU chapter.

Mr. Cahill has not announced his future plans.

Gen. American Advisory Council Names Robinson

Field Robinson, Roswell, N. M., has become chairman of General Agents' Advisory Council of General American Life. Richard Strauss, Des Moines, has been appointed new member of the five-man council which meets with the president and officers of General American on matters affecting the field force.

Pays 100% Stock Dividend

MINNEAPOLIS—Security Life of Minneapolis, established three years ago, has declared a 100% stock dividend. The company also announced that it will enter the A&S field.

Nearly 1,800 Attend N.Y. Department's Centennial Banquet

Dedication Of Staff Stressed By Governor, Ecker, Hammel, Thacher

NEW YORK—A throng of close to 1,800 from every sector of the business jammed the facilities of the Waldorf-Astoria Hotel at the centennial banquet of the New York department.

Despite the overflow crowd, which heard Gov. Rockefeller, Paul Hammel, Nevada commissioner and president of National Assn. of Insurance Commissioners, and Frederic W. Ecker, chairman of Metropolitan Life, extol state supervision, Superintendent Thacher who acted as toastmaster, managed to give a family touch to the affair.

153 Years Of Service

Early in the proceedings at the banquet, he noted that on the dais were men whose departmental service totals 153 years: Julius Sackman, assistant superintendent and chief of the life bureau; Raymond Harris, deputy superintendent and chief counsel; Charles Dubuar, life chief actuary; and William C. Gould, chief of the property bureau. Mr. Thacher also asked 13 retirees of the department who had contributed 482 years of service to take a bow.

Seated on the dais were former Superintendents Alfred J. Bohlinger, Albert Conway, Robert E. Dineen, Leffert Holz, and Julius S. Wikler. The only other living ex-superintendent, George S. Von Schaick, was kept away by illness.

Mr. Ecker, speaking on behalf of the entire business, quoted George W. Miller, second superintendent of the department, who said in 1871: "The true object and aim of governmental

(CONTINUED ON PAGE 18)



ANNIVERSARY DINNER—Photographed at the banquet marking the New York department's centennial at the Waldorf-Astoria are, from left, J. Victor Herd, chairman of America Fore Loyalty; Devereux C. Josephs, director and former chairman of New York Life; Gov. Rockefeller; Superintendent Thacher of New York; Kenneth E. Black, president of Home; Commissioner Hammel of Nevada, president of National Assn. of Insurance Commissioners, and Frederic W. Ecker, chairman of Metropolitan Life.

Drimal Agency's '59 Record Backs Psychiatry's Value As Hiring Aid

By ROBERT B. MITCHELL

Does it pay to have prospective agents examined by a psychiatrist as a final screening step before hiring them?

General Agent Charles E. Drimal of Penn Mutual at New York has for some time maintained that it does, and his 1959 record, both in turnover and in production, supplies impressive added evidence of the soundness of his position.

By going beyond the usual methods of selecting applicants and having the

most promising ones interviewed by a psychiatrist he has reduced the attrition among fully screened and recommended recruits to about 30%.

But it is not just the percentage



General Agent Charles E. Drimal, left, of Penn Mutual at New York, with his "rookie of the year," Eric Ramsay, who paid for \$380,000 on 37 lives last year though he didn't start in the field until July. He is one of those recruited with the help of the psychiatric techniques described in the accompanying article.

Republic National Plans 2 For 1 Split, 25% Stock Dividend

Directors of Republic National Life are recommending that stockholders at their annual meeting March 8 approve a two for one split in the stock, providing for two \$1 par value shares for each \$2 par share now outstanding.

The directors also recommend an increase in the capital from \$1,401,810 to \$1,752,263 by transfer of \$350,463 from surplus to allow for distribution of a 25% stock dividend.

The total effect would be to give each stockholder 2.5 shares for each share owned on the record date to be established, and will increase the number of shares outstanding from 700,905 to 1,752,263.

Management expects to recommend to the directors that there also be a cash dividend of 10 cents on each of the new shares. This would be equal to 25 cents on the old shares of stock compared with a previous cash dividend of 20 cents.

Approval of the proposals would result in the second increase in the company's capital in the last few years. In 1956, Republic National Life gave stockholders a five for one split and a 200% stock dividend.

Local Press Gives Plug To St. Paul Insurance

ST. PAUL—The insurance industry centered here got prominent attention in this month's "progress edition" of the St. Paul Sunday Pioneer Press. Two pages were devoted to recent insurance building projects.

Among the downtown buildings mentioned were the \$5 million home office building of St. Paul F&M; the \$2.5 million new home of Minnesota Mutual Life the \$2 million building of Degree of Honor Protective Assn. (now under construction), and the recently purchased home office building of North Central Life.

In the outlying sections of the city are the new \$800,000 home office of Group Health Mutual; the \$1 million home of Mutual Service Life, and a \$150,000 addition to the home office of St. Paul Mutual.

Praetorian Mutual Life has reduced standard rates for women. For women 19 through 58 years old, rates quoted are for three years younger than actual age at nearest birthday.

Mass. Mutual Sells Billion Of Ordinary For The First Time

Massachusetts Mutual Life's ordinary insurance delivered in 1959, exclusive of revivals, increases and paid-up additions, exceeded a billion dollars for the first time, the figure being \$1,007,266,187, up 6.8%.

Including paid-up additions but not revivals and increases, the figure was \$1,024,606,110, an increase of 7.8%.

So far as the company has been able to determine, it is the first time that a purely general agency company has sold more than a billion dollars of ordinary, exclusive of revivals, increases and paid-up additions, in a single year.

Total sales were \$1,225,468,262, up 11.2%. Group sales were \$200,862,152, up 32.4%. Premium income from sales of group life, group A&S and group pension business also rose substantially.

Combined insurance in force passed \$7½ billion, for a net gain of more than \$800 million.

The Los Angeles agency headed by Robert L. Woods set new sales records for ordinary sales with \$47,574,729, up \$1,967,672 over the previous company record, which the agency set in 1958. Group sales of \$41,750,103 as well as the combined total were also new company records.

Daniel Auslander of the Copeland agency at New York set a new individual-producer record for the company, with \$6,004,050 of ordinary paid-for.

Lincoln Liberty Life has cited the Buckner-Stewart agency of McAllen, Tex., as agency of the year and General Agent Charles Stewart as agent of the year.

of men retained but their performance that makes one wonder if an agency head can afford not to get psychiatric help in hiring agents.

The Drimal agency paid for more than \$20 million last year. The agency grew from 31 to 37 full-time agents during the year and had the unusually high average production of \$600,000 a year for each full-time man. Seven of them sold more than a million and Associate General Agent Martin Bregman, one of Mr. Drimal's first recruits after he took over the agency seven

(CONTINUED ON PAGE 16)

Ohio National Has 50th Anniversary Rate Book Ready

Ohio National Life held sales meetings simultaneously in 10 cities to reveal the publication of the company's 50th anniversary rate book, new programming material and sales objectives it is hoped will be reached or passed during 1960.

Client-Agent Relation Stressed

The meetings, conducted by home office and division office personnel and attended by the company's entire sales force, stressed the importance of improving and maintaining client-agent relationships, the company's dividend performance, and promotional plans in conjunction with Ohio National's 50th anniversary—which will be observed throughout 1960 and culminated on Founders Day, Oct. 10.

The rate book, which went into effect Jan. 1, introduced a \$10,000 minimum special whole life plan, two family benefit riders for attachment to new or existing policies, completely revised annuities with reductions in premium, revised series of reducing term mortgage protection riders, and

(CONTINUED ON PAGE 17)

Under \$7,500 Income Group Offers Best Potential To Life Agents, Reeder Declares

More emphasis on the sale of ordinary life to the huge market in the \$5,000-\$7,500 income group offers the best opportunity for the life business in the years ahead, President Howard C. Reeder of Continental Assurance told the General Agents & Managers Assn. of that company at the annual meeting in Chicago.

There is a place for term insurance and a place for retirement income insurance, Mr. Reeder observed, but the big market should be in the ordinary life type plan for the average man.

"I have seen million dollar producers who ended up making less than \$3,000

New National, First With Annual Report Had Excellent Year

An average rate of return of 5.5% on new investments in 1959 and increase in average net yield on investments to 4.03% are among highlights of the 75th annual report Northwestern National Life. As usual Northwestern National's annual report—a 24-page document with full color—is the earliest complete report issued by any major life company.

President John S. Pillsbury termed 1959 a "distinctly good" year. Surplus was increased by \$1,722,300, compared with an increase of \$810,340, in 1958. This brought total surplus to \$21,176,643. Assets increased by \$21,138,000, reaching \$362,850,890.

Sales amounted to \$338,677,753, a record and an increase of 20% over 1958. The total consisted of \$176,137,526 individual and \$162,540,227 of group life insurance in force Dec. 31 with \$2,200,462,418, a gain of \$229,878,721. In addition, group A&S in force at the end of the year was 6% greater than at the end of 1958. The company also entered the individual A&S field at the start of 1960.

Northwestern National paid out a record \$31,654,480 in policy benefits some \$6 million more than in 1958.

The continued sharp increase in rate of return reflects in part certain significant changes in the company's investment policy, Mr. Pillsbury reported. Less new funds went into residential mortgages and more into commercial and industrial mortgages. This was done partly to restore better balance between the two types and partly because higher rates of return are now available on commercial and industrial mortgages. More funds also went into directly-placed corporate obligations.

Northwestern National began its 75th year last September and will mark the 75th anniversary of its founding on Sept. 15, 1960. In observance of the anniversary year, the 75th report relates not only the progress during 1959 but also recounts some of the principal milestones in the company's growth since 1885.

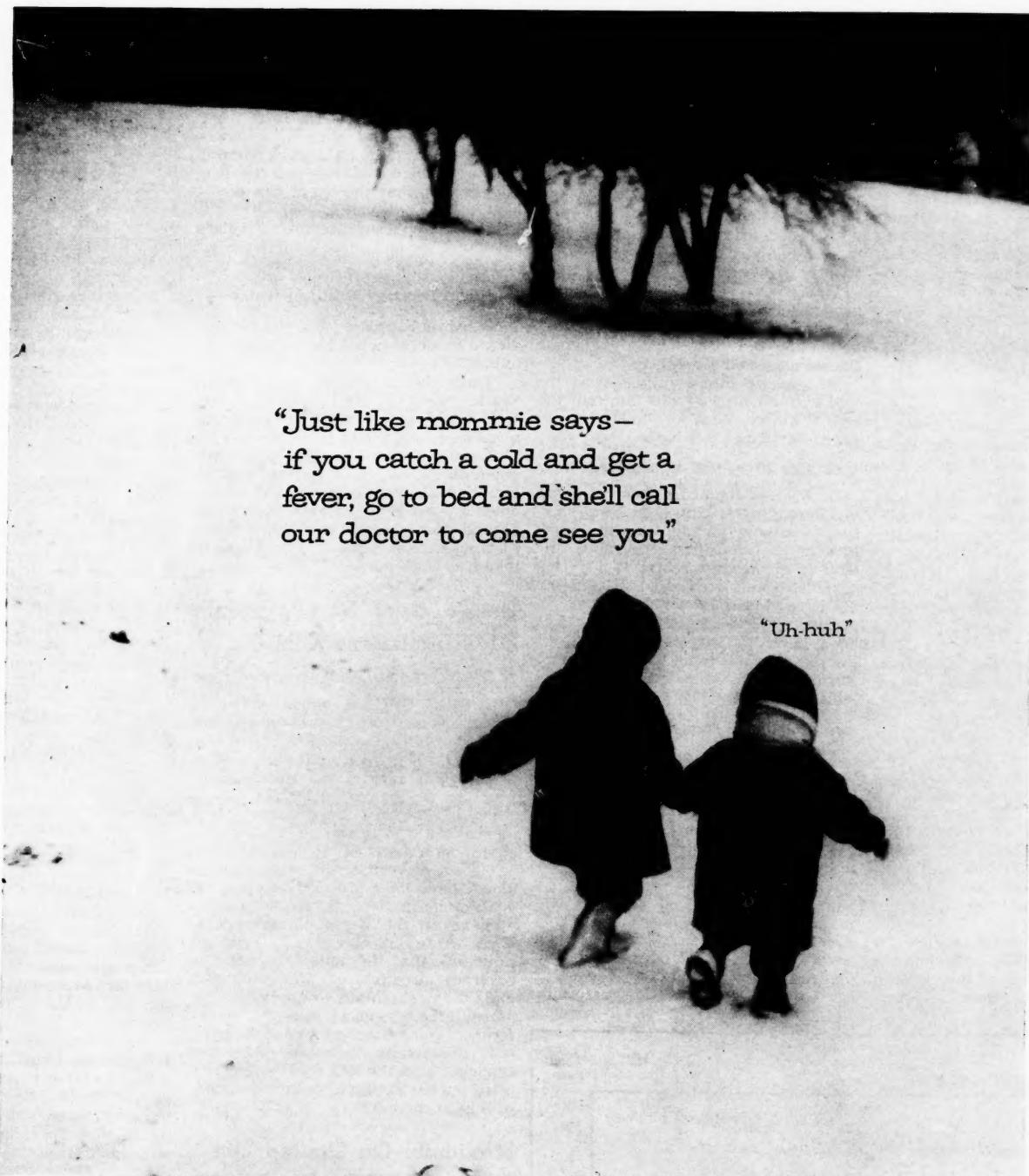


H. C. Reeder

commission, and general agents making less than \$1,500 on the same million," he declared. "The volume of business is not the sole answer; it takes premium dollars to pay commissions, and unless we go after our fair share of the public's savings dollars we cannot expect to recruit the type of young men we need in this business and certainly the future of the general agent is not too bright unless he can attract the right type of salesmen who will sell insurance not only to provide death protection but to provide living protection as well."

Mr. Reeder offered some optimistic comments on the economic future, saying that political and economic forces are working to restore balance to the economy and eliminate the fear of ever rising prices. "As a matter of fact," he said, "except for the stock market, the symbols of inflation have

(CONTINUED ON PAGE 17)



"Just like mommie says—
if you catch a cold and get a
fever, go to bed and she'll call
our doctor to come see you"

"Uh-huh"

WINTER WARNING! A cold with fever is a danger signal . . . often a warning of pneumonia, sinus and ear infections or other serious complications. Never take

chances with a "feverish" cold. Call your doctor . . . don't depend on home remedies. His treatment, to be most effective, must be started promptly.

Metropolitan Life INSURANCE COMPANY®

A MUTUAL COMPANY, 1 MADISON AVE., N.Y. 10, N.Y.



This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in publications with a total circulation in excess of 45,000,000 including Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic, U.S. News, Look.

Prospect's Will Is Best Approach To Sale Of Insurance, Agents Told

The prospect who is reluctant to talk about life insurance often needs little persuasion to talk about his will, either in connection with his personal or business situation. Hence the agent will do well to be able to discuss wills and estate problems.

This was emphasized by the speakers at the annual sales conference of the Brooklyn branch of New York City Underwriters Assn.

Bernard Gorson, general agent of John Hancock at New York, moderated the meeting. He told those present that they must "search beyond the easy approach to the insurance sale to the advanced sale—through the will."

Refers To Property Not In Will

Bernard M. Eiber, lawyer, faculty member of the Insurance Society of New York School of Insurance and former general agent of the Mutual Trust Life, Brooklyn, showed how the agent must master some of the subtleties of estate problems to be able to sell the necessary insurance. Insurance advice should coordinate probate and non-probate property, Mr. Eiber said. He reminded agents that jointly held bonds and property do not go through the will, but must be taken into account for insurance purposes.

There is a tendency to overestimate the ability of an estate to generate cash.

"Remind the client that certain assets are non-income-producing, such as jewelry and real estate, for instance," Mr. Eiber suggested. The agent must therefore show the prospect the estate in net cash terms.

Mr. Eiber noted the danger of going beyond the bounds of discretion in dealing with wills.

"The life underwriter is not a lawyer," Mr. Eiber said. "Do not criticize a will to the client. Talk to the attorney. If you do, you will find that you have taken an important step toward an insurance sale."

The will is an excellent vehicle for the distribution of life insurance, he said, "and a discussion of the estate is interesting to people who say they

have no time or inclination to discuss life insurance."

Clients should also consider the possibility of a common disaster when children are the secondary beneficiaries. Pointing out the futility of guessing in advance when children will have the responsibility and experience necessary to take care of their money, Mr. Eiber said an ideal answer for such a problem is for the policy proceeds to be made over to a testamentary trustee through his will with broad discretionary powers. The trustee can decide on the spot when to make a move.

"Settlement options alone are often arbitrary decisions that lump sums will be paid without any reference to the ability of the beneficiary to handle the money," said Mr. Eiber.

"If you can intelligently discuss the will with clients you will find that the will is an excellent key to life insurance," Mr. Eiber concluded.

Steinberg Urges Self-Confidence

B. William Steinberg, general agent of Massachusetts Mutual at New York, spoke on how to approach the small business for business insurance. He advised the agent to relax.

"Most agents are scared stiff at first at the prospect of complex analyses, of lawyers and accountants," he said. "But don't be surprised to find the lawyer or accountant ignorant of law sections relevant to insurance problems."

Shows Value Of Buy-And-Sell

The agent can motivate the prospect by keeping things on a non-technical level and stressing the fact that business insurance is a business expense.

"Even if the guy is a sole proprietor, if it's the business that pays, he's interested," said Mr. Steinberg.

Mr. Steinberg pointed out that the buy-and-sell agreement avoids the complication of a widow who thinks she has been unfairly treated. Since her income is liable to be reduced as the result of the sale, it is good to have the husband and his associates

estimate the worth of the company.

"They are the only people who know what the company is worth," said Mr. Steinberg.

Work Is The Answer

Seymour V. Abrams, Penn Mutual, Brooklyn, gave the reasons why some people make money out of life insurance and some are flops. Urging salesmen to get out on the street and make calls, he said most office work is "camouflaged call-reluctance."

"Most insurance agents are part-time workers—and they take home part-time pay," he said. Mr. Abrams said he could not understand the fear of prospects that the agent can develop.

"Buyers of insurance are complete amateurs; sellers are professionals," he said.

Client's Advantage Most Important

Mr. Abrams proceeded to let his audience in on some of his selling techniques.

"There is no magic word except 'work,'" he said. He told how he had won business by making up estate plans on a single page.

"Keep it simple," he said, "and don't make the client think you're smarter than he is. Look at everything from the client's point of view. Plan your work around your prospect and you'll make so much money you'll need a truck to take it to the bank."

Hassle Over Non-Payment Of Commissions Kills Pa. State Employees Group Plan

HARRISBURG—A move to avoid paying agents' commissions in a group life plan for some 72,000 state employees resulted in the bill being killed in the final days of the 1959 legislature.

Under terms of the measure, employees would have started the plan by paying premiums of \$1 a month per \$1,000 of coverage. Officials said it would have later dropped to about 60 cents a month.

However, the house of representatives wrote an amendment proposal providing that the state purchase the coverage directly from life companies and thus eliminate commissions to agents. Members of a house-senate conference committee appointed to iron out differences between the two branches said the bill died when they were unable to agree on the scrapping of this amendment.

Maximum On Limited Life Plans Raised By Pa. Bill

HARRISBURG—A bill expanding the size of limited life policies in Pennsylvania has been signed by Gov. Lawrence.

Under the new law the previous \$1,000 ceiling for death from natural causes benefit is raised to \$5,000 and the former \$2,000 limit for accidental death is increased to a maximum of \$10,000.

Companies writing limited life policies must meet certain capital and surplus requirements before they can raise the maximum amounts of the policies they issue.

Washington National Increases Discount Rate

Washington National of Evanston has increased its discount rate on premiums paid in advance from 3% to 3 1/2%.

Allstate Has New Family Plan

Allstate Life is introducing a new family plan policy in at least 20 states. It is sold in units, the basic plan being one unit. If more protection is needed, additions may be made up to three full units. A typical family might buy a policy with one basic unit of coverage which would entitle the father to receive \$5,000 worth of permanent life insurance; the mother \$2,000 term insurance, and each of the children \$1,000 term insurance until age 22. If the mother is a little older than the father, her coverage would be slightly less; if younger slightly more, but the premium remains the same.

The basic family policy also provides for payment of an additional \$5,000 if the father dies from an accident and \$2,000 additional if the mother dies accidentally. An extra unit of accidental death benefit for either the father or mother, or both, may be added if desired.

A family income rider for either the mother or the father, or both, may be added. If these are attached and if the father dies within 20 years after issuance, an income will be paid to the mother or father or both, or to a minor child, which can be as much as \$200 a month per unit of family policy for the balance of the 20 year period. If the mother should die, an income of \$50 per month per unit of family policy will be paid for the balance of the 20 year period.

Both of the family income riders contain the privilege to change to a permanent policy without further evidence of insurability.

Children born after the policy is issued are included automatically in the group life plan for age 15 days; premiums are waived in the case of the total and permanent disability of the insured before age 60 and coverage for the mother and children is continued without further payment of premiums in the event of the father's death.

Wrong Title For Byrne

In the Jan. 16 issue of THE NATIONAL UNDERWRITER, Roger J. Byrne was incorrectly identified. He is Colonie's new assistant resident superintendent of agencies for northern New Jersey, with headquarters at Orange.

4 Agencies Lead Mutual Trust Line
The four top production agencies based on Mutual Trust Life for 1959 were the (1) 15-year-old Bergen, Lester, and Tiedemann agency, and to a lesser extent the Grof agency of Saugus, Mass.

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance, the top four agents are the (1) 15-year-old

For double life insurance

Bennington Is Elected Penn Mutual Life V.P.; Eight Others Advanced

George A. Bennington III, 2nd vice-president of Penn Mutual Life since 1958, has been elected vice-president.

Ralph F. Miller, financial secretary, has been elected 2nd vice-president and Dr. Bryan A. Dawber, associate medical director, becomes medical director.

Mr. Bennington joined the company at Kansas City in 1948, later becoming general manager at Oklahoma City and superintendent of agencies.

Mr. Miller served as assistant financial secretary before becoming financial secretary in 1958.

Dr. Dawber was appointed assistant medical director in 1950 and associate medical director two years ago.

Also promoted were Wilbur S. Benjamin to assistant secretary; J. Edward Klinger to assistant financial secretary; William J. Kolberg to assistant supervisor of applications; Silas H. Cline to director of purchase and supplies, and Allen L. Crouch III and Frank K. Tarbox to assistant counsel.

Life Of Ga. A&S Policy Is Issued For Ages 65 To 80 And Guaranteed Renewable

Life of Georgia has introduced a senior hospital-surgical policy guaranteed renewable for life and ordinary level term riders for amounts up to twice the basic policy. The company also has added coverage liberalizations and rate reductions for double indemnity and travel accident and rate cuts or waiver of premium.

In addition, rates and values on the whole life ordinary plan were revised, producing a lower net cost.

The senior hospital-surgical plan will be issued for ages 65 to 80 and provides three package coverages, with a maximum \$10-a-day room and board for 31 days, \$100 miscellaneous expense, and \$250 surgical. A \$15 deductible is optional.

The level term riders are designed to temporary additional protection on these bases: 10-year (issue ages were 40-60); 15-year (20-55); 20-year (20-ann age 60), and to age 65 (20-55). Minimum is \$1,000.

For double indemnity and travel accident, Life of Georgia has removed military aviation restrictions on private plane, charter and sight-seeing flights except when insured is the pilot, a member of the crew or a passenger on a training flight.

Termination dates have been extended from age 60 to age 70 and issue ages raised from 55 to 65. Rates have been reduced in varying amounts averaging 20%.

Loyal Protective Planning To Up Surplus \$1 Million

Loyal Protective Life directors will recommend to stockholders at their annual meeting in February that a change be made in the company's capital structure, according to a letter to stockholders from John M. Powell, chairman, and Jerome M. Powell, president.

The recommended change would be

accomplished by capitalizing an additional \$1 million of surplus, thus increasing the capital to \$3 million, and increasing the number of shares from 100,000 at \$20 par value to 300,000 shares at \$10 par value.

The directors are expected to keep the total dividend the same as in the past, so that instead of the present 60 cents per quarter, it would become 20 cents per quarter on 300,000 shares.

The letter said that the purpose of the change is to make purchases and sales of stock a little more convenient, since the units would be smaller.

Rowland Returns From Vietnam; Assisted In Developing New Code

Frank L. Rowland, who retired as managing director of Life Office Management Assn. in 1956 after having held the position since 1924, has returned from an eight-months' tour of duty for the U. S. State Department in Saigon, Vietnam. His assignment was to assist the country in the development of a new insurance code to replace the French code, under which it

has been operating for 80 years.

Mr. Rowland has spent considerable time in southeast Asia during the past few years doing consulting work with life companies in India, Thailand, Japan and the Philippines.

Mr. Rowland was commended for his services in drafting the new code in a letter from the Vietnam secretary of state for finance to the U.S. mission director in Saigon.

American Mutual Life's 1962 seminar for general agents will be held in Hawaii.

In your case...is waiting...

PROCRASTINATING?

Ever find yourself waiting for the right prospect to fit the coverage you can offer? Ever miss a really good sales prospect because you couldn't offer the coverage he wanted?

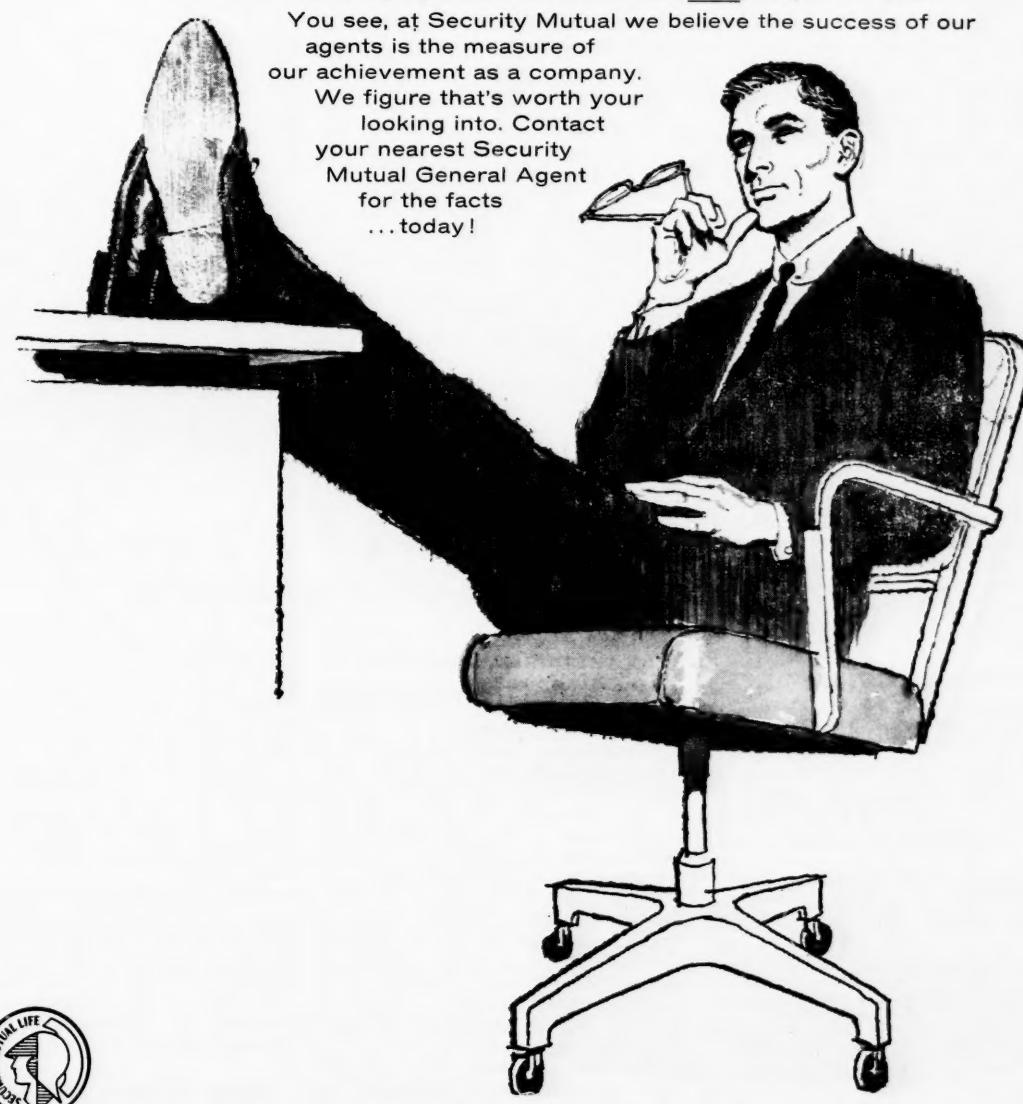
Security Mutual agents miss very few sales opportunities because they can offer complete coverage; complete coverage in Life, Non-Can, Sickness & Accident, Group and Pension Trust.

Progressive training programs equip them to make best use of this complete coverage

... help them do a bigger, better job; and their work is made easier by dynamic sales aids that really help them sell!

You see, at Security Mutual we believe the success of our agents is the measure of our achievement as a company.

We figure that's worth your looking into. Contact your nearest Security Mutual General Agent for the facts ... today!



security mutual life insurance company
Your Security our Mutual responsibility

Richard E. Pille, President.
Harland L. Knight, Agency Vice President.

81 EXCHANGE STREET, BINGHAMTON, N.Y.

1959 Production Records Are Given

BANKERS NATIONAL LIFE

Bankers National Life's total sales for 1959 were \$117 million, a gain of 60% over 1958 sales, of which \$53 million was ordinary business, a 34% increase. Insurance in force on Dec. 31 exceeded \$593 million, up \$63 million.

CONTINENTAL ASSURANCE

Insurance in force of Continental Assurance at the end of 1959 amounted to \$6.2 billion. This was 14% over 1958.

GIBRALTAR LIFE

Gibraltar Life reports a 28.1% increase in new ordinary life sold during 1959. Insurance in force went up to \$72,190,368, a 12.8% increase over 1958.

INDIANAPOLIS LIFE

Sales of Indianapolis Life in 1959 reached a high of \$77,269,575, a gain of 19.6% over the preceding year. Insurance in force rose to \$451,788,268 at year-end. The Kaufman agency of Shelbyville, Ind., was the leading agency and Nate Kaufman and Don Schlundt of that agency were first and second, respectively, in production among all company agents.

KANSAS CITY LIFE

Kansas City Life's new paid-for business during 1959 totaled \$163,339,928, compared with \$161,550,155 in 1958. Insurance in force increased to \$53,460,695, bringing the total to \$1,373,557,221. Premium income of \$34,866,172 last year represented an increase of \$650,979.

LUTHERAN BROTHERHOOD

Lutheran Brotherhood reports new life business last year totaled \$219,308,533, a gain of \$53,622,332 over 1958. Insurance in force as of Dec. 31 was \$1,137,801,144, compared with \$969,197,497 at the close of 1958. Issued and paid-for business in 1959 was up 32.4%, a record.

NATIONAL FIDELITY LIFE

The company passed the \$200 million in force mark during 1959, going from \$167,097,000 to \$200,601,000. Premiums were up from \$5,492,998 to \$6,427,545; income from \$6,538,759 to \$7,503,303, and assets increased from \$22,563,817 to \$24,480,781. Capital and surplus went from \$3,501,321 to \$3,702,334.

SOUTHERN PROVIDENT LIFE

Insurance in force of Southern Provident Life reached \$43 million at the end of 1959. This is a net gain of \$5 million over the previous year.

UNITED FIDELITY LIFE

Insurance in force of United Fidelity Life at the end of 1959 exceeded \$192 million.

INTERSTATE LIFE of Houston ended 1959 with \$25.6 million of insurance in force, an increase of \$14 million over the previous year.

Propose Institutional Broadcasting

A proposal to use radio announcements to improve the public image of life insurance and the agent is being studied by California Assn. of Life Underwriters, according to Kenneth W. MacWhinney, John Hancock, San Francisco, who is chairman of the public relations committee. If initiated, the association would provide radio transmissions containing institutional type messages from 15 seconds to five minutes in length.



Francis X. Reilly, assistant secretary, who becomes secretary. Messrs. Reilly and Ross succeed James Scott, retiring secretary and treasurer. Not pictured is Burgh S. Johnson, administrative vice-president, who has been elected vice-president.

Minnesota Mutual Promotes Three At HO

Minnesota Mutual Life has promoted John W. Fischbach, general counsel, to vice-president, and David P. Cartwright, underwriting officer, and Dr. Walter F. Larrabee Jr., medical director, to 2nd vice-president.

Mr. Fischbach has been with the company since 1929. He is a member of American Bar Assn., International Claim Assn., Insurance Federation of Minnesota, Assn. of Life Insurance Counsel and American Life Convention.

With Minnesota Mutual since 1939, Mr. Cartwright is a fellow of Life Office Management Assn. and a member of Home Office Life Underwriters Assn. and Institute of Home Office Underwriters Assn. He is a past member of the executive council of those associations and a member of Twin Cities Home Office Life Underwriters Club's executive committee. He is a past president of this latter organization.

Mr. Larrabee has been with the company since 1953 and was named medical director in 1958. He is a member of ALC's medical section and Assn. of Life Insurance Medical Directors of America.

Mich. Commissioner Tells High Cost Of High Standards

LANSING—Commissioner Blackford, addressing Central Michigan Underwriters Assn. here last week, commented on "racketeers and chiselers" in the insurance business and reviewed some of the department actions against violators of the insurance laws. He estimated that the processes involved in revocation of a single agent's license, if the action is contested, exceeds \$10,000, but he said the expenditure is amply justified in maintaining the high standards of integrity in the business. Failure to maintain these standards produces criticism from the public.

The commissioner said unfavorable comments about insurance and its regulation generally are based on matters beyond control of the department, such as apparently high rates which, if adequately analyzed, are almost always justifiable.

He said the recently inaugurated "safe driver" auto policy has resulted in a heavy barrage of criticism.

Shenandoah Life Elects Clement Executive V-P

G. Frank Clement, vice-president in charge of agencies of Shenandoah Life,

has been elected executive vice-president and Martin P. Burks, general counsel of Norfolk & Western Railway Co., has been elected a director of Shenandoah.

Mr. Clement, a CLU, started with Shenandoah as manager at Roanoke. He will continue in charge of ordinary agencies.

Quincy Agents Told Functions Of NALU

One of the purposes of NALU is to oppose legislation unfavorable to the business and to present legislation that would improve the status of the agent, Gerhard C. Krueger, president Illinois Assn. of Life Underwriters, told the January meeting of Quincy (Ill.) Life Underwriters Assn.

Mr. Krueger said the association gives public schools educational material regarding the business, and that local associations are being urged to support various public service programs, such as Mental Health, United Fund, Civil Defense, etc.

Through the work of the national association, it also has been possible for the agent to better himself through study programs and information sent out concerning taxes and estate planning, he said.

William M. McCleery, Equitable Society, presided at the meeting. Dr. M. Brown, director Adams County Mental Health Center, spoke briefly, and Russell Lahl, New York Life, stated that the Quincy association would continue its advertising program in the local press.

Central Michigan A&H Underwriters Assn. and members of the state association's board met at Lansing this week to hear Frank Balluff of Illinois Mutual L&C. and Jacque Caldeway of New York Life describe the new A&S course sponsored by Life Underwriters Training Council. The course will run from Feb. 15 to May 12.

LIAMA's Committee Chairmen Appointed

LIAMA's 1960 committee chairmen have been appointed by Raymond C. Johnson, association president and vice-president in charge of marketing of New York Life.

Among those affected by changes in Guardian Life's official staff are, seated, from left, George T. Conklin Jr. and Daniel J. Lyons, vice-presidents and directors since 1957, who have been elected senior vice-presidents. Standing, from left, are Delbert A. Ross, financial secretary, who was appointed treasurer; Irving Rosenblatt, vice-president and actuary since 1954, who was named vice-president and chief actuary, and

the new chairmen and their committees are Charles G. Heitzbecker, Mutual Benefit Life, annual meeting; Fritz G. Lindley, Pan-American Life, associate member companies; E. A. Frerichs, Security Mutual of Nebraska, audit; A. E. Wall, Confederation Life, Canadian, Adrien Bouvier, L. Sauvegarde, Canadian subcommittee for French translations, and C. H. Metzger, Equitable Society, education and training.

Chairmen of the education and training committee's subcommittee are Roland J. Splittergerber, Loyal Protective Life, A&S training; Paul D. Browne, Travelers, advanced sales; G. C. Tompkins, Canada Life, age cultural life training; Arnold Rothschild, Sun Life of Maryland, combination company training; D. D. McLaughlin, Northwestern National Life, management training, ordinary companies, and Kenneth P. Dowd, Phoenix Mutual Life, training and communications aid.

Other chairmen appointed and their committees are M. F. Browne, Dental of Raleigh, membership; H. J. Shaffer, Acacia Mutual Life, nominating; Robert B. Hamor, Continental Assurance, personal and property insurance; Raymond W. Simpkin, Connecticut Mutual Life, product and services; Elmer L. Nicholson, Connecticut General, quality business, and W. Sheffield Owen, Life of Georgia, relations with universities.

More Chairmen Given

Research advisory committee chairmen named are Stanton G. Hale, Mutual of New York, steering; H. P. Dickerson, Nationwide Life, technical; Charles F. B. Richardson, Mutual of New York, distribution cost; Richard N. Alt, New England Life, market; Kirtland J. Keve, National of Vermont, selection, and H. Fred Monley, professional, training and morale.

Serving as chairmen of LIAMA committees which elect their chairmen at spring conferences are William B. Cornett, Prudential, A&S; M. K. Kennedy, Excelsior Life, agency management conference; J. L. Beesley, Equitable Society, agency officers roundtable, and George B. Thompson Jr., John Hancock, combination companies.

Named chairmen of joint committees with other associations are Paul Norton, New York Life, advisory council on life underwriter education and training; Homer C. Chaney, New England Life, agency management training advisory; Robert J. Taylor, United Benefit Life, bank premium payment plans; A. Rogers Maynard, Metropolitan, joint committee on careers for college graduates, and Richard N. Lewis, Great National Life, Life Underwriters Training Council.

Appointed chairmen of LIAMA board committees are Ben F. Hadley, Columbus Mutual, ethical practices; E. A. Frerichs, Security Mutual of Nebraska, finance; Glen J. Spahn, Metropolitan, ways and means, and Rufus Fort Jr., National Life & Accident, dues formula subcommittee.

T. R. Gamble, Gamble Enterprises and former Secretary of Treasury assistant, has been renamed to the board of Transamerica Corp.

Sets
Reins
List In
The Co
admitted
Massachu
such lists
that if a
any insur
or not ap
admitted
taken for
the una
plies to
the Color
groupings
"British F
cepted. F
not app
liability n
statement
like amou
The con
protective
Life, A&S training; Paul D. Browne, Travelers, advanced sales; G. C. Tompkins, Canada Life, age cultural life training; Arnold Rothschild, Sun Life of Maryland, combination company training; D. D. McLaughlin, Northwestern National Life, management training, ordinary companies, and Kenneth P. Dowd, Phoenix Mutual Life, training and communications aid.

Other chairmen appointed and their committees are M. F. Browne, Dental of Raleigh, membership; H. J. Shaffer, Acacia Mutual Life, nominating; Robert B. Hamor, Continental Assurance, personal and property insurance; Raymond W. Simpkin, Connecticut Mutual Life, product and services; Elmer L. Nicholson, Connecticut General, quality business, and W. Sheffield Owen, Life of Georgia, relations with universities.

More Chairmen Given

Research advisory committee chairmen named are Stanton G. Hale, Mutual of New York, steering; H. P. Dickerson, Nationwide Life, technical; Charles F. B. Richardson, Mutual of New York, distribution cost; Richard N. Alt, New England Life, market; Kirtland J. Keve, National of Vermont, selection, and H. Fred Monley, professional, training and morale.

Serving as chairmen of LIAMA committees which elect their chairmen at spring conferences are William B. Cornett, Prudential, A&S; M. K. Kennedy, Excelsior Life, agency management conference; J. L. Beesley, Equitable Society, agency officers roundtable, and George B. Thompson Jr., John Hancock, combination companies.

Named chairmen of joint committees with other associations are Paul Norton, New York Life, advisory council on life underwriter education and training; Homer C. Chaney, New England Life, agency management training advisory; Robert J. Taylor, United Benefit Life, bank premium payment plans; A. Rogers Maynard, Metropolitan, joint committee on careers for college graduates, and Richard N. Lewis, Great National Life, Life Underwriters Training Council.

Appointed chairmen of LIAMA board committees are Ben F. Hadley, Columbus Mutual, ethical practices; E. A. Frerichs, Security Mutual of Nebraska, finance; Glen J. Spahn, Metropolitan, ways and means, and Rufus Fort Jr., National Life & Accident, dues formula subcommittee.

T. R. Gamble, Gamble Enterprises and former Secretary of Treasury assistant, has been renamed to the board of Transamerica Corp.

30, 19

Sets Up Non-Admitted Reinsurer Approved List In Colorado

The Colorado department has established a list of approved qualified non-admitted reinsurers. Only Illinois and Massachusetts heretofore have had such lists. The department order states that if a company has ceded risks to any insurer not admitted in Colorado or not approved as a qualified non-admitted reinsurer, no credit can be taken for reserves on risks ceded to the unauthorized company. This applies to all such risks and not just the Colorado risks so ceded. Names of groupings such as "French Reinsurers" or "Overseas Underwriters" or "British Reinsurers" will not be accepted. For risks ceded to reinsurers not approved by the department, liability must be set up in the annual statement and surplus decreased by a like amount.

The companies approved by the department are: Alliance Assurance, All States Life of Texas, American Agricultural Mutual, American Independent Reinsurance, American Mutual Reinsurance, Amicable Life of Texas, Confederation Life of Canada, Consolidated American of South Carolina, Constellation of New York, Constitution of New York, Copenhagen Reinsurance, Dominion Life of Canada, French Union of Paris, General of Trieste and Venice, George Washington Life of West Virginia, Great National Life of Texas, Guarantee of North America, Illinois Fire of Chicago, Imperial Life of Canada, Jefferson of New York, La Paternelle of Paris, Litz Mutual of Pennsylvania, London Lloyd's, Michigan Life, Motorists Mutual, Mutual Life of Canada, National Life of Canada, Newfoundland American, New Rotterdam, New York F&M. Underwriters, Nordisk Re, North American Life of Canada, Pan American of Houston, Pilot Life, Plymouth Re of Boston, Rockford Life of Illinois, Security Mutual Life, Security National of Texas, Skandinavia of Denmark, Standard of Oregon, Swiss National, Transatlantic Reinsurance, Union & Phenix Espanol, Union Reinsurance of Zurich and Urbaine Fire of Paris.

Colonial's Interest Rate On Policyholder Funds Left With Company Raised

The directors of Colonial Life have approved an increase to 3 1/2% in the 1960 interest rate on policyholders funds. The increased rate applies to funds from ordinary policies left with the company under settlement options or certificates of indebtedness. The guaranteed rate for such funds under present contracts is 2 1/4%, but Colonial has been paying the extra interest for some years.

As a result of Colonial's favorable investment experience, the directors have also increased to 4% the discount rate on premiums paid in advance. The rate was 3%.

Subcommittee Heads Named For Life Ad Men's Annual

Subcommittee chairmen of Life Advertisers Assn.'s annual meeting committee have been appointed. They are John M. K. Abbott, New York Life, program; John A. Buckley Jr., Guardian Life, promotion; William S. Weier, Prudential, and Irene Morgan, National Life of Vermont, arrangements; Henry Lloyd, Equitable Socie-

ty, registration; Richard A. Chatfield, Continental Assurance, exhibits, and Clay R. Alexander, Lamar Life, treasurer.

Henry E. Arnsdorf, Prudential, is chairman of the annual meeting committee. The annual meeting will be held at the Essex House, New York, Sept. 21-23.

James L. Slack, Bedford, O., won the 1959 new agent performance award of American United Life.

Ohio, Texas Lead NALU Building Fund Drive After First 3 Months

The Ohio and Texas associations shared first place honors at the end of the first three months of NALU's current campaign to raise \$505,000 to pay for and equip its headquarters building in Washington, D.C.

In the period ended Dec. 31, Ohio added 43 charter builders and 152 donors, and thus took first place in

cash and pledges turned in. Texas leads in the number of charter builders, almost 500, having added 68 during the three-month period. Charter builders are those members who contribute \$100 or more to the building fund.

Adams Of Wyoming Resigns

Robert Adams, Wyoming insurance commissioner for the last 11 months, has resigned. Gilbert A. D. Hart has been named acting commissioner.



WHEN IT COMES TO GROUP... Charley Macey's right at home!

American United's Charles Macey is a *real* Group man. At home, he and Mrs. Macey have seven fine children. At the office, he's Group Secretary—a responsible, experienced American United executive. Charley is an important reason why American United's Group Department has gained such an outstanding reputation among agents, brokers and clients.

Charley knows Group. A Canadian by birth, he served as Navigator in the R.C.A.F. After World War II he came to the United States and helped organize the pension department for one well-known insurance company, served as Group supervisor, and later continued his specialty with a consultant firm . . . all before coming to American United in 1956.

Add to his background, the abilities of the rest of the American United Group team—plus the "Partnership Philosophy."

And you get: Immediate action, exceptional service, and a thorough understanding of field Group problems.

Do you write Group Life Coverages? Then American United, The Company with the "Partnership Philosophy," is for you! For action, contact Sherman M. Jenson, Vice President, Group, American United Life Insurance Company, Fall Creek Parkway at Meridian Street, Indianapolis 6, Indiana, WAlnut 3-7201.



AMERICAN UNITED LIFE INSURANCE COMPANY • HOME OFFICE: INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS-FLEXIBLE OPTIONS-LOW NET COST SPECIALS-UNIQUE JUVENILE-GROUP INSURANCE-GROUP RETIREMENT-PENSION TRUSTS-NON-CANCELABLE DISABILITY-GUARANTEED RENEWABLE MAJOR MEDICAL-GUARANTEED RENEWABLE HOSPITAL & SURGICAL-SPECIALISTS IN SUBSTANDARD UNDERWRITING & REINSURANCE

Third Of Companies In LOMA Poll Limit Employe Air Travel

About one-third of the companies participating in a recent Life Office Management Assn. survey—66 out of 203 responding companies—restrict the number of their personnel who may travel on the same airplane. The survey also shows that more than half of the companies polled have no set policy on the subject of air travel restrictions of this sort. About 14% reported policies specifically not restricting air travel of personnel.

Restriction On Employees?

Do any companies forbid outright air travel by employees? The survey did not ask this question directly. However, the first query of the survey asked it indirectly—"Please describe any policy, written or unwritten, which restricts the number of company personnel who (a) may travel together in the same plane, (b) may travel together in other transportation facilities."

No Boat Travel Restrictions

Travel by boat is apparently considered the safest mode of transportation, since no company has any restrictions concerning travel over water.

The survey also showed that more than half the companies with air travel restrictions specifically apply these rules to executives. One company out of 10 applies them to its chairman, president and others at the top level of management. One company out of five reports it limits air travel to "key" personnel. Slightly more than one-third apply restrictions to the air travel of agency and field personnel.

One, Two To A Plane

Survey results also indicated that at the top management level, the prevailing policies frequently limit travel on the same plane to one or not more than two executives. At the levels immediately below the top, policies appear to be more elastic—the number of staff permitted to fly together varies between two and four per plane in most cases.

About one-fourth, or 49, of the companies in the survey provide group travel policies to employees in addition to regular group life policies. In about half the companies providing travel insurance, coverage includes all personnel; one-third provide it only to those employees who customarily travel on company business, and the remainder limit the coverage to officers and managers.

A complete summary of the survey, "Travel Restrictions Affecting Company Personnel," is available on request from the LOMA staff office, 110 East 42nd Street, New York 17, N. Y.

When is a Right a DUTY?

Today everyone enjoys as his birthright, privileges which once were the possession of only a few. But his birthright also includes responsibilities with respect to the privileges he enjoys.

Education is one of the privileges which carry responsibilities. All of us have the responsibility, for example, of helping to ensure that every young person has the opportunity to complete his education, and of seeing that the quality of instruction at our schools and colleges is maintained at a high level.

Sun Life Assurance Company of Canada is preparing, for free distribution, a series of booklets on educational matters of importance. These booklets, issued as a public service, discuss problems in which all of us share responsibility. Inquiries about this series should be addressed to: **VALUES IN EDUCATION, SUN LIFE ASSURANCE COMPANY OF CANADA, SUN LIFE BUILDING, MONTREAL.**

Sun Life's coast to coast advertising program is currently featuring this series of educational booklets.

20% Stock Dividend For West Coast Life

Directors of West Coast Life have declared a 20% stock dividend payable to stock of record Feb. 26, subject to ratification at the Feb. 16 annual meeting. This action will increase capital from \$2.5 million to \$3 million through transfer of \$500,000 from surplus and provide for 100,000 additional shares of \$5 par.

37
int
196

State Mutual Adds Liberalizations To Its Loss Of Income Plans

State Mutual Life has made several liberalizations in its portfolio of non-cancellable individual loss of income policies, among which is a general revision of gross premium rates, with generally lower rates.

Continuation of a modified benefit committable to age 70, for men only, as long as the policyholder is regularly employed on a full time basis, has been made a regular provision of State Mutual loss of income contracts. Under the new provision, the benefit period after age 65 for both sickness and accident is limited to two years, or to one year on the one-year disability policy. The partial disability benefit for accident has been removed from the policies and becomes a rider.

Loss of income policies for women, formerly continuable to age 60, have been made guaranteed continuable to age 65. The privilege is also extended to old policyholders.

Added to the waiver of premium clause, which waives premiums for total disability continuing more than four months, even after the indemnity period is ended, is the provision that any premium due and paid for during the first four months will be refunded.

The presumptive disability benefit has been made a contractual provision. Under this clause, the loss of sight of both eyes, the loss of use of both hands, or both feet, or one hand and one foot is considered total disability.

Both the presumptive disability clause and the waiver of premium benefit are retroactive and apply to all previously issued loss of income contracts.

San Antonio Managers Told More Training Is Needed

The need for specialized managerial studies was examined by Ben P. Atkinson, manager at Austin of American General Life, at the January meeting of San Antonio Life Managers Club. Despite all the educational courses for agents, the turnover in manpower has not improved, he said. He pointed out to his listeners that every one of them entered the business under the direction of a manager. Few of the managers have specialized training other than that provided by LIAMA. That training is an excellent course for its purpose, Mr. Atkinson said, but it still leaves room for more intensive instruction.

Program For Mich. State Sales Seminar Outlined

Speakers have been lined up for the annual life insurance sales seminar, Feb. 10-11, at Michigan State University, East Lansing. The seminar is co-sponsored by Michigan Assn. of Life Underwriters, Life Insurance Leaders of Michigan, and the university continuing education department.

Oscar B. Olsen, Northwestern Mutual agent at New York, will kick-off the program Tuesday afternoon, describing a one interview sale procedure. Banquet speaker will be Paul Bagwell, head of scholarships of Michigan State University and former president of U.S. Junior Chamber of Commerce. The evening will be given to a panel discussion moderated by E. Leon Harris, Midland Mutual, Bay City. Participants will be Earl J. Christy, Occidental of California, Detroit, and Mr. Olsen on pro-

gramming; Franklin C. Comins, Massachusetts Mutual, Flint, estate planning and pension trusts, and John T. McMullen, Occidental of California, Detroit, mutual funds.

The importance of learning about taxes for business sales on a do-it-yourself basis will be discussed Wednesday morning and afternoon by Paul E. Brown, assistant counsel of Bankers Life of Iowa. Florence E. Lorf, president of Life Insurance Leaders of Michigan, and Mr. Harris will be moderators for question and answer periods.

Beneficial Standard To Donate Half Of Cancer Policy's Premium

Beneficial Standard Life has a \$5,000 cancer expense policy and the company is donating one-half of all premium income, after payments for medical care and expense, to officially approved cancer research.

The policy, to be made available through agents and brokers, insures without limitations or deductibles full payments to the amount of \$5,000 for

treatment of any form of cancer diagnosed in terms recognized by the American Medical Assn.

Semi-annual rates on the new policy are \$8 for individuals through age 39, and \$13 from age 40 to 58; on the family plan, \$25.50 for all ages through 58.

Midland Mutual Life agencies which led the 1959 manpower campaign in recruiting new agents and in production results were Van Elgort, Beverly Hills, Cal.; Gandelman, Trenton; and D'Alfonso, San Diego.

LOOKING FOR A MEMORABLE CONVENTION SITE? LOOK TO CANADIAN PACIFIC HOTELS FOR THE FINEST FACILITIES!

Get more done, have more fun at CANADIAN PACIFIC hotels...located all across Canada. For information and reservations write: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.



THE ROYAL YORK, Toronto, Ontario. The largest and most luxurious hotel in Toronto. There's a new 400-room wing, bringing the total to 1,600 rooms. And every one has radio and TV! Convention facilities include: the new Canadian Room accommodating 2,200. Seating capacity 7,500 in public rooms. New lounges, dining rooms. Serving capacity of 10,000 at any one mealtime! Complete public address systems—35 and 16mm projector equipment. 400-car garage with registration facilities, and connecting overpass to hotel. The Royal York is located in the heart of metropolitan Toronto—just one night away from key U.S. cities! Open year-round.



CHÂTEAU FRONTENAC, Québec. World-famous hotel overlooking colorful Québec and the mighty St. Lawrence. Convention features: 660 rooms, meeting and exhibition rooms, private dining rooms, sound projectors. Superb food, thoughtful service. For after-convention hours: snow sports, golf, sight-seeing, shopping on quaint, winding streets. In French we call it a *succès fou!* In any language: an unforgettable convention! Open year-round.

DIGBY PINES, Digby, Nova Scotia. Unique fishing town inn. 175 rooms, 31 cottages. Convention facilities. Golf, fishing, tennis, swimming. Superb seafood. Open June 15 to September 3.

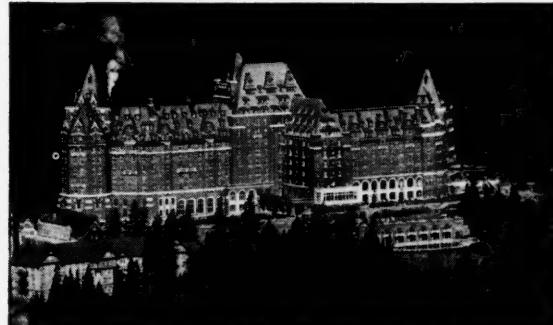
CORNWALLIS INN, Kentville, Nova Scotia. Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Open year-round.

ALGONQUIN, St. Andrews-by-the-Sea, New Brunswick. Wonderful Old English atmosphere, fine food and service. Accommodates 350. For after-meeting hours: golf, swimming, tennis, fishing, shuffleboard, sailing. Open June 23 to September 9.

ROYAL ALEXANDRA, Winnipeg, Manitoba. 450 well-furnished rooms. Dining room, coffee shop. Selkirk Lounge. Many convention facilities. Open year-round.

THE SASKATCHEWAN, Regina, Sask. 270 rooms with radio, some with TV. Comfortable accommodations. Good food and service. Dining room, coffee shop. Open year-round.

THE PALLISER, Calgary, Alberta. 487 rooms. Radio, TV available. Dining room, coffee shop. Range Room, Penthouse Lounge. Centrally located. Open year-round.



BANFF SPRINGS, Banff, Alberta. Baronial retreat mile-high in the Canadian Rockies. Spectacular view of snow-capped peaks, sunny mountain trails. 600 rooms, every convention facility. Cocktail lounges. For fun: swimming, shuffleboard, riding, golf, dancing. Scenic tours. Planned entertainment. Open May 20 to September 14.

CHATEAU LAKE LOUISE, Lake Louise, Alberta. Just 40 miles west of Banff. A majestic mountain retreat and world-famous resort. Every window reflects the calm and might of ageless peaks. 400 rooms. Adequate convention facilities. All Alpine sports. Boating, riding, swimming, dancing, concerts nightly. Open June 13 to September 5.



EMPEROR HOTEL, Victoria, B.C. Located on Vancouver Island, evergreen playground of the Pacific Northwest Coast. 570 rooms. Meeting, exhibition, private dining rooms. Coronet Lounge. For relaxation: hunting, golf, riding, fishing, swimming in famous Crystal Gardens. Mild climate. Open year-round.

Canadian Pacific

Lincoln National's Warshawsky Is Top Agent—Again

For the fifth consecutive year, David Warshawsky, L. H. Feder & Associates, Cleveland, has been named agent of the year for Lincoln National Life. Runners-up were B. W. Teekell, W. W. Teekell agency, Shreveport, second; and L. C. Mascotte, O'Rourke & Co., Fort Wayne, third. These honors were won in competition with the company's more than 2,500 agents.

Mr. Warshawsky has never finished lower than second, having gained the runner-up position in 1953 and 1954, and the top spot in 1955, 1956, 1957, 1958, the only other years he was eligible.

In recognition of Mr. Warshawsky's achievement, his name has again been engraved in the limestone lobby wall of the company's home office. He will also be presented a hand-engrossed honor scroll and an engraved gold medal. Mr. Warshawsky has been a member of the Million Dollar Round Table for 18 consecutive years, is the author of many insurance articles, and has earned the National Quality Award 10 times.

III. Companies Merge

Jefferson Life of Chicago and Income Indemnity of Rockford have merged into Commerce of Chicago to form a life and A&S insurer operating in Illinois only.

Louis E. Caster, chairman and president of Income Indemnity, is president of Commerce.

Commerce, before the merger, was a new company. Jefferson Life, an assessment fraternal, was organized in 1906 and at the end of 1958 had assets of \$38,000 and insurance in force of \$198,000. Income Indemnity specialized in A&S, having \$33,000 of earned premiums in 1958 on which there was an underwriting loss of \$19,000. The company had a surplus of \$3,000.

Mr. Caster is president of the Rockford Blue Cross and Rockford Blue Shield. Kenneth K. Clark, senior vice-president and treasurer of Commerce, formerly was a director of Income Indemnity and is executive director of Illinois Hospital Service of Rockford. Ira Lipshutz, chairman of the executive committee has for a number of years had a life agency in Chicago and is a member of the Million Dollar Round Table. Louis H. Wayne, vice-president and agency director, and R. J. Olsen, vice-president in charge of underwriting, have been with Mr. Lipshutz.

The Illinois department has completed an examination of Jefferson Life for the period July 1, 1955-June 30, 1959, which shows the company at June 30, 1959, with a net surplus of \$3,793.

Comment is made that the company suffered a loss from operations in the past four years due in part to unduly high expenses and death claims in greater amounts because of the older age average of the non-tabular business.

It is also commented that the articles of incorporation do not reflect the correct home office address; the directors and officers are not elected in the manner prescribed in the



David Warshawsky

Urges Agents Combat Federal Moves In A&S

Edwin H. Marshall, A&S secretary of North America, in an article in the Fieldman, the group's publication for producers, calls 1960 a year of peril for A&S business as a private enterprise.

Congress, he says, inspired by the vote-getting appeal of social legislation in an election year and prodded by those who look to the federal government for the solution of all problems, will be contemplating legislation that could be the death of private A&S insurance.

The business is growing faster than ever—from \$1 billion to \$6 billion in 10 years—yet it is faced with the prospect of a government intervention.

The greatest threat Mr. Marshall sees is the Forand bill to provide government insurance to cover the cost of hospital, nursing home and surgical treatment to persons receiving social security.

Reference To Canada

In Canada, before insurers could act, unexpected legislation caused the whole field of hospital insurance to become exclusively a government program. To assure that this doesn't happen in the U. S., Mr. Marshall urged that all agents sell more A&S and that all insurers become politically effective.

Insurers are spending large amounts of money to present their side of the picture through Health Insurance Institute, and they need the support of agents everywhere. Mr. Marshall urged agents to inform their congressmen and senators where they stand on this important issue. Agents should express themselves as individuals and through their agency associations.

Efforts can be coordinated through local hospital and medical associations and the chamber of commerce which will welcome cooperation in the fight against encroachment on free enterprise, Mr. Marshall advised.

Great-West Branch Managers Meet

Branch managers of Great-West Life, representing 65 branches throughout Canada and the U.S. met in Winnipeg last week. Discussions at the conference were under the direction of E. A. Palk, director of agencies.

company's by-laws; the company does not have a surety bond and is not in compliance with one of the department rules; the expense allocations are not properly reflected in the books and records, and the policyholders are not aware of the correct annual meeting date.

In an attached memorandum, Director Gerber says that the company moved its home office from Lawrence County to Cook County without amending the articles of incorporation or notifying the Illinois department. He mentions that the directors are being elected in a manner contrary to the articles of incorporation and notes that the directors must be policyholders. He states that the surplus is insufficient to permit the writing of A&S business and the company must cease writing this class until the surplus meets the statutory requirements.

It is stated that subsequent to the date of examination a letter was received from the president of the company, Philip Schaefer, stating that the objectionable matters have been corrected.

New management took over the company on May 26, 1959.

Institute Ad Campaign Briefs Public On Life

The advantages of life insurance in a family financial program are the basis of a new advertising campaign begun late in January by Institute of Life Insurance and scheduled to continue through May.

The advertisements will appear in 575 newspapers in the United States with a total circulation of more than 46 million.

Said Holgar J. Johnson, institute president, "There are several reasons for this major educational effort by the institute. For one thing, today more than ever before, millions of families need to know the full values of life insurance. Then, too, there is need for a strong campaign to back up the agent in his efforts to inform millions of new families about the benefits which only life insurance can provide."

The advantages, described by one of the advertisements as the "five faces of life insurance," include peace of mind at the stroke of a pen; guaranteed protection at any given time; guaranteed benefits during times of big expenses; experienced money management and guaranteed income for retirement.

The institute will continue to publish occasional messages on the dangers of inflation and how newspaper readers can organize an anti-inflation program.

Women In Dark On Trusts, San Antonio CLUs Hear

Trusts as they relate to women was the subject appropriate to the annual Ladies Night of San Antonio chapter of CLU. Speaker of the evening, Kermit E. Hundley, vice-president and trust officer of Houston Bank & Trust, explained that two-thirds of the wealth is in the hands of women, but much of it is not used properly because many women prefer independent control to income security.

To many men and women, the nature of a trust is dark and mysterious, Mr. Hundley said, and he attributed this to the lack of selling on the part of bank trust departments. Poor public relations by banks is responsible for widows being so uninformed as to what the trust department does.

He advised agents to take their clients to a trust officer first before consulting an attorney. He said six of the 10 trust officers of his bank were attorneys.

F. A. Nicholson, agency superintendent of Manufacturers Life, right, receives a tartan bound volume containing good wishes from Manufacturers' managers and agents on the occasion of his retirement after 32 years with the company. Making the presentation is K. G. McNab, vice-president and chief agency officer. The letters contained in the book were sent to Mr. Nicholson in "Nicholson month" during which total sales exceeded \$16.6 million, a record.



Republic National Increases Non-Medical Option To Purchase

Republic National Life is again increasing its non-medical limits and further liberalizing its option to purchase additional insurance.

Several years ago Republic increased non-medical limits to \$25,000 on age 0 through 35. Since then the company has experienced such favorable mortality on this plan that it is now increasing non-medical limits to \$30,000 for its full-time representatives.

In 1958 the insure-your-insurability plan was first introduced. At that time the offer was to purchase additional insurance from \$5,000 to \$10,000 at six periods without evidence of insurability. This provided a maximum of \$60,000 additional insurance.

Effective Jan. 1, 1960 the option to purchase additional insurance was increased to \$15,000 for each of the six option dates, thus raising the maximum to \$90,000.

Equitable Of Ia. Ups 6 To 25 Non-Medical Limit

Equitable Life of Iowa has increased the non-medical limit for ages 6 to 25 inclusive, to \$25,000. The previous maximum was \$15,000.

Limits at other ages are 0 to \$10,000; 26 to 30, \$15,000; 31 to 35, \$10,000, and 36 to 40, \$5,000.

LIA Promotes C. K. Peters

Charles K. Peters, assistant counsel of Life Insurance Assn. since 1953, has been promoted to assistant general counsel. He joined LIA as administrative assistant in 1953.

Mr. Peters came to the association from the Philadelphia law firm of Swartz, Campbell & Henry, with whom he was active in trial work involving a number of insurance clients.

L. A. Agency Produces \$89 Million

The Woods agency of Los Angeles set a record for Massachusetts Mutual agencies, writing \$89 million of new business in 1959. The production brought insurance in force to \$40 million. Individual recognition was also achieved during the year with the election of General Agent Robert L. Woods as president of American Society of CLU, Edward Neisser as president of California Assn. of Life Underwriters, conferment of six CLU designations upon agents, and attainment of MDRT standing by four agents.

Urge *Shop*

The Se...

see has re...

dependent...

high-profi...

menting...

make it...

business...

in shopp...

require...

The co...

that the...

study the...

shopping...

representa...

tutions in...

that may...

expanding...

Business...

possible...

lease bond...

companies...

Administra...

lending ag...

Detroit Form O

Detroit...

representa...

Miner...

fit Life, w...

officers: J...

cock, and...

vice-presid...

igan Life,...

land, Unit...

ing.

Fred Mc...

and Hoot...

ral, are...

meet every...

Sales M

Sales me...

were descri...

tary meeti...

writers Ass...

Urge Private Bonds On Shopping Center Leases

The Senate small business committee has recognized the inability of independent retailers to rent space in many high-profit merchandising areas. Increasing upon this difficulty, Sen. Humphrey, chairman of the committee's subcommittee on retailing, distribution and fair trade practices, said now is that a program of government-guaranteed lease bonds, handled entirely by the private surety business, would make it possible for the independent business man to obtain prime locations in shopping centers on the basis of his merchandising ability rather than on the artificial requirement of net worth. The committee reported that testimony at hearings revealed that the nation's large lending institutions, mostly life companies, which put up the money to finance new shopping centers, insist that the local developer rent at least 70% of the space to corporations—national and regional chain organizations—which have AAA credit ratings based on a minimum of \$1 million net worth. Few, if any, small concerns can meet this stringent credit requirement, the report stated.

The subcommittee found that this merchandising field may have become over-expanded and that lenders may require even more rigid credit requirements of potential tenants.

The committee report recommended that the subcommittee continue to study the problem and confer with shopping center developers and representatives of private lending institutions in order to explore solutions that may be worked out by private business interests, without government intervention. It also recommended that the subcommittee conduct an intensive review of the feasibility of expanding the authority of Small Business Administration to make it possible for that agency to insure lease bonds written by private surety companies in a manner similar to that now employed by Federal Housing Administration which insures private lending agencies on construction loans.

Detroit Group Men Form Organization

Detroit Group Insurance Representatives Assn. has been formed.

Miner Thompson Jr., Mutual Benefit Life, was elected president. Other officers: Jack R. Coleman, John Hancock, and Al Busch, Federal L&C., vice-presidents; P. A. Cummins, Michigan Life, secretary, and Walter Maiwald, United Benefit Life, treasurer.

"Group Insurance Benefits Negotiated by the Steel Industry" was discussed by Nathan H. Siegel, secretary Detroit Steel Corp., at the first meeting.

Fred McLaughlin, Great-West Life, and Hoot Gibson, Connecticut General, are directors. The group will meet every other month.

Sales Methods Described

Sales methods employed by agents were described by a panel at the January meeting of Austin Life Underwriters Assn. Participants were Arthur Rice, Metropolitan; Donald Gray, Southwestern Life; Charles Caraway, American National; Stanley Lambert, Southland Life; E. J. Winslett, National L&A.; and E. J. Davis, Great National Life.

B.M.A. Managers' Assn. Meets At Kansas City

Managers of 37 agencies of Business Men's Assurance gathered at Kansas City for the annual meeting of the B.M.A. Managers' Assn. New officers are William G. Chatham, Sacramento, president; O. E. Knutson, St. Cloud, Minn., vice-president, and G. R. O'Laerty, Bluffton, Ind., secretary-treasurer. G. A. Diehl, Milwaukee, and O. K. Johnson, Omaha, are directors.

Trophies went to leading agencies in their respective classes. These were Huie, Phoenix; Johnson, Houston, and O'Laerty, Bluffton.

Guest speaker was Charles E. Gaines, director of the SMU Institute. Also appearing on the program were President J. C. Higdon, W. D. Grant, executive vice-president, and J. W. Sayler, vice-president of sales. R. M. Best, Columbus, O., presided over the managers' workshop sessions.

Great Northwest Life has released its new rate book and policy contracts based on the 1958 CSO mortality table in Washington, Oregon and Hawaii.



New officers and director of Business Men's Assurance's Managers Assn. elected at the annual meeting at Kansas City are, from left: G. R. O'Laerty, Bluffton, Ind., secretary-treasurer; G. A. Diehl, Milwaukee, a director; O. E. Knutson, St. Cloud, Minn., vice-president; and William G. Chatham, Sacramento, president.

Guardian Alters Policy On Pre-Authorized Check Plan

Guardian Life has instituted a change in its pre-authorized check plan. The change permits combining premium payments on as many as 10 Guardian policies into one monthly check. Although premiums are paid monthly, rates are computed at one-sixth the semi-annual payment.

Both life and A&S policies are included in the new procedure, as well

as policies covering different insured, so long as payments are drawn against the same checking account. Thus, a father may include all Guardian policies for members of his family in one account as could a business making premium payments for more than one partner, officer, stockholder or employee.

Royal American Life is being formed at Marion, Ind., to write all forms of life and A&S insurance.

SOARING SIXTIES—PART II

The century is now 60 years of age, and much is expected of it in coming decade.

National Life is one year younger. Otherwise, ditto.



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE—NASHVILLE, TENNESSEE

Editorial Comment

Public Atonement For Bigness?

In reporting in last week's issue on the talk that Gov. Rockefeller made at the New York department centennial banquet, we played up—in the limited space available so close to the deadline—the part of his talk in which he expressed the hope that the insurance companies would cooperate with funds to help housing projects in the state.

But what about his suggestion, however subtle, that the companies ought to cooperate for other reasons than doing the best possible job for their policyholders and (if any) stockholders? We'd like to quote most of the portion of his talk dealing with this subject, since we could only use a little of it in last week's issue. Here it is:

"Ironically, the outstanding success of insurance in applying this free enterprise system which Americans revere has led it into 'bigness,' which many Americans mistrust. The phenomenon of 'bigness' carries with it a separate set of problems. Insurance in New York state now faces responsibilities of size acquired as a by-product of keeping pace with the increasing needs for its services."

"Insurers doing business in New York find themselves with total assets of \$16 billion—the largest concentration of capital at the disposal of any form of business in our state. This is about one twenty-fifth of the total assets of the entire nation."

"And whether they like it or not, the ways in which insurers invest this concentration of assets will determine the shape of the state's economic future."

"The laws of our state concern themselves with the investment of insurance company reserves primarily in terms of guaranteeing the insurers' solvency and ability to meet their obligations to the public."

"It would appear to me that insurance management could well concern itself not only with the soundness of its investments but also with their potential usefulness to the community as a whole. Here is a supply of capital capable of moving mountains that

loom in the pathway of better lives for ourselves and for our children."

"Here is an unparalleled opportunity for insurance concerns that are stigmatized simply because they are 'big' to demonstrate that the mis-trusted power of 'bigness' can produce blessings for the entire population. Leaders of the New York insurance world have recognized this opportunity to an extent, and have begun channeling investment funds into sound projects of social usefulness. I hope most fervently that the management of more insurance companies will follow this example."

"Several areas of great importance to the state's progress now offer opportunities for insurance to make new strides forward in corporate good citizenship. One such area most crucial to our population's welfare is that of housing. Early last year, we were able to develop legislation which permits insurance companies to join with the state in its program of limited-profit housing. . . . It was intended to extend the \$100 million of state mortgage funds by the addition of \$200 million from insurance companies and banks. Here the insurance companies did respond—not unanimously, I note, but sufficiently to permit at least the first phase of the joint program to get organized

"Now we are proposing further that a state housing finance agency be created, which would issue its own securities for purchase by private funds, such as insurance companies. The finance agency would re-loan state funds which otherwise would be tied up over a period of 50 years and on the other hand could offer an attractive tax-exempt opportunity to portfolio managers seeking a fair return on their investments. I am now preparing a special message to the legislature, outlining a program through which I hope we may attract a half-billion dollars of private capital into the vital and sorely neglected field of middle-income housing."

We should like to think that what Gov. Rockefeller is doing and wants to

do about providing better housing will be made sufficiently attractive to the insurance companies so they'll want to make such loans on their merits. If that is the case the insuring public will fare better than if insurers make these investments as a sort of public atonement for their "bigness," which Gov. Rockefeller seems to be suggesting would be advisable.—R.B.M.

wood, O., last August, which action was reported in a previous issue. Shortly afterward, Mr. Pfaff was the surprise recipient of a Studebaker Lark in recognition of his heroic deed while he was in the audience of the NBC-TV show *It Could Be You*.

Deaths

JAMES F. RAMEY, 81, former chairman of the finance committee of Washington National, died in his home at St. Petersburg, Fla., where he had moved upon his retirement last year. At that time he had been in the insurance business 59 years and was with Washington National since 1923. He remained a director until his death. A former

insurance commissioner of Kentucky, he resigned this post in 1923 to become secretary of Fidelity L. & A. of Louisville, one of Washington National's forerunner companies. In 1926 he became vice-president and secretary of Washington National. He relinquished these latter duties in 1951, but continued as finance committee chairman.

JACK EDWARDS, 66, co-general agent at Vancouver, B.C., of Occidental Life of California, died. In the business for 35 years, he had been with Occidental since 1933.

Clarence Axman To Receive Citation

NEW YORK—Clarence Axman, editor of the *Eastern Underwriter*, will be the guest of honor at the inaugural life insurance dinner in behalf of the joint defense appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith Feb. 9 at the Sheraton-Atlantic Hotel, New York City.

Mr. Axman will receive the joint defense appeal's citation for his "dedicated devotion to the ideals of equality and human rights."

The appeal is the sole fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. The two agencies seek a total of \$6.1 million this year for the support of their programs dedicated to combating bigotry and discrimination, safeguarding human rights and promoting inter-faith harmony.

G. Gustav Steiner, Aetna Life, New York City, chairman of the drive, said that "we are delighted with this opportunity to publicly express our gratitude for the many ways in which Clarence Axman serves our industry. His dedicated leadership in the furtherance of equality and human dignity has set a standard of purpose and action that serves as an inspiration to all of us."

Extras For Lincoln Income

Directors of Lincoln Income Life of Louisville have declared an extra dividend of 20 cents, raising the total to 50 cents. Payment was made Jan. 22 to stock of record Jan. 15.

Subject to stockholder approval on Feb. 16, a 10% stock dividend will be issued March 1 to stock of record Feb. 12.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper of Life and A&S Insurance



EDITORIAL OFFICE
17 John St., New York 38, N. Y.
Tel. BEekman 3-3958 TWX NY 1-3080
Robert B. Mitchell, Executive Editor
William Macfarlane, Assistant Editor

CHICAGO EDITORIAL OFFICE
175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
John C. Burridge, Associate Editor
Richard G. Ebel, William H. Faltysek and
R. R. Cusack, Assistant Editors
Marjorie Freed (production) and
Barbara Swisher, Editorial Assistants

OFFICERS
John Z. Herschede, President
Louis H. Martin, Vice-President
Kenneth O. Force, Vice-President
H. P. Gravengard, Vice-President
Robert B. Mitchell, Vice-President
George C. Roeding, Vice-President
James C. O'Connor, Secretary
Joseph T. Maloney, Treasurer
ADVERTISING OFFICE
175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
Raymond J. O'Brien, Advertising Manager

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2. \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years, \$24.50). 30 cents per copy, back copies 50 cents. **CHANGE OF ADDRESS:** Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.

BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio
Charles P. Woods, Sales Director

REGIONAL SALES MANAGERS

Fred Baker, Atlanta
Paul Blesi, Cleveland
Alfred E. Cadis, Dallas
David Chapman, Des Moines
J. T. Curtin, New York
Dana L. Davis, Boston
James E. McSurely Jr., Denver
William J. Gessing, Detroit
Clarence W. Hammel, New York
Roy H. Lang, Boston
Howard J. Meyer, Minneapolis
Raymond W. Rieke Jr., Los Angeles
William D. O'Connell, Chicago
George C. Roeding, Cincinnati
A. J. Wheeler, Chicago
Robert J. Wieghaus, Chicago
George E. Wohlgemuth, St. Louis
Robert I. Zoll, Philadelphia

Legal Battle Looms Over Suicide Ban In Policy Bought Via Option

(CONTINUED FROM PAGE 1)

ously increase the risk of insurance-induced suicide, so much so that it would not be possible to set a rate for the option rider that would adequately reflect the added hazard.

The department's view is that while absence of a suicide clause from a usual newly issued policy would greatly increase anti-selection because of the inducement to suicide, the risk would be trifling for insurance issued under the guaranteed insurability rider, because the option could be exercised for relatively limited amounts and only at certain specified times and for a period of 60 days at each option date.

Held Two Hearings

Technically, the department was holding two hearings, on a somewhat intertwined basis. In one, Mutual of New York, in cooperation with Life Insurance Assn. of America, was carrying the ball for a group of interested companies. In the other, Massachusetts Mutual was conducting a separate but allied case, through its

vice-president and general counsel, Rowland Long. By stipulation, much of the testimony was made applicable to both cases.

The hearings last week and Jan. 5 dealt with the reasonableness of the companies' practice of making the suicide clause run from the inception of each new policy bought pursuant to the guaranteed insurability option. However, these hearings will have been superfluous if the companies are able to prove that as a matter of law they are doing nothing illegal and that the department lacks the administrative power to modify the law by restricting the suicide clause to the base policy.

Gans Case Is Precedent

On the legal point, Mutual of New York's case is known to rely in large measure on the precedent of *Gans vs Aetna Life*, 214 N. Y. 238 326 (1915). In this case, the New York court of appeals, the state's highest tribunal, upheld Aetna's right to issue, in exchange for a five-year term policy, another policy, which had a suicide clause running from the date of the new contract.

The insured had committed suicide within the exclusion period and Aetna denied payment. The court of appeals opinion held that the new policy was an independent, complete and isolated contract, expressing no dependence on or connection with the term policy, and was not a restatement of the term policy.

All Characteristics Differed

The opinion pointed out that "the premium to be paid, and the rights, privileges, advantages and obligations of both parties under it are essentially and substantially different from those under the term policy. The contents of the policy do not disclose or suggest a reason why the plain meaning of the stipulations should be ignored or nullified."

The language of the Mutual Life guaranteed insurability rider is quite parallel: It provides that the new

policy may be on any individual level premium life or endowment plan—though not term insurance—being regularly issued by the company on the option date of its purchase.

Future Premium Rate To Apply

Also, in the Gans case, the underlying term policy provided that the premium for the new policy would be the one applicable to the new contract at the age attained by the applicant at the time of issuance of the new policy, while in the Mutual Life insurability option the new premium is to be based on premium rates current on its effective date for the policy at the insured's attained age at nearest birthday at the time the new contract is issued.

In the Gans case, as in the Mutual Life insurability rider, the new policy is to be issued without evidence of insurability but this is the only concession. In other respects the new policy is identical with those issued to other buyers.

For these reasons, the Gans case is

relied upon as proof that a life company has the legal right to sell a policy with an option that provides only the right to buy a new policy without evidence of insurability but that has the same suicide clauses as the policy would contain if bought without reference to a guaranteed insurability option.

The reaching of a decision on the right of companies to apply the suicide clause to contracts bought under the guaranteed insurability option is hampered by the fact that the option is of such recent origin that there are no court cases dealing with either the suicide or contestable clauses.

Gans Reasoning Followed

There are a few cases in other jurisdictions, however, that support the companies' contention and appear to follow the same reasoning as the New York court of appeals did in the Gans case. All of these deal with the right of conversion contained in a group life policy. In one of them, the court took notice of the fact that the new policy was issued on a contract that the insurer had not started issuing at the time the base policy went into effect.

Rhodes Claims 47% Of Old Line Stock Will Vote On His Side

In a letter to stockholders dated Jan. 25, Mr. Rhodes has offered to buy 5,000 shares of Old Line at \$80. The letter says the Rhodes group now represents 47% plus of Old Line stock and wants to have in excess of 50%. He offers to pay the transfer taxes in purchasing the first 5,000 shares deposited. He will also pay a fee of 75 cents if the stock is forwarded through or solicited by a dealer member of National Assn. of Securities Dealers.

E. C. Rhodes, Aberdeen, S. D., investor who is seeking a change in management of Old Line Life of Milwaukee, in a letter to stockholders claims ownership or control of more than 47% of the 100,000 outstanding shares and states his group expects to have "well over 50% in another week."

Mr. Rhodes has charged the officers and directors of Old Line with poor management practices and is seeking to oust the executive group and a majority of directors. He has proposed a slate for seven of the 15 seats on the board that will be up for election at the meeting of stockholders Feb. 18, and has said he will call a special stockholders' meeting later on to obtain a majority on the board unless some of the holdover directors resign if his slate is victorious.

The record date for voting in the annual meeting is Feb. 5. Both Mr. Rhodes and the management group have been seeking shares by proxy solicitation, and Mr. Rhodes further is offering to buy Old Line stock at \$70.

The latest letter from Mr. Rhodes said that in a poll of 16 of the company's 19 general agents, 15 favored a change in the board of directors. The 16th did not reply.

A. G. Caris Retires

Dr. Albert G. Caris, statistician of the Ohio department, is retiring. Dr. Caris, 78, has been with the department since 1942. He has been editor of the department's newsletter, has been responsible for administration of the surplus lines law and has had supervision of the examination procedure which includes preparation and editing of the various manuals issued by the department.

International Life Reports

Stockholders of International Life of Austin have received a report of the annual meeting in March and a financial statement as of Sept. 30. John D. MacArthur, president of Bankers Life & Casualty, is chairman of International Life, and the president is James E. Dunne II.

The report attributes a large part of the present successful operations of International Life to Mr. MacArthur, observing: "His great knowledge of the insurance business, accompanied by his good old-fashioned down-to-earth business practices, enables the staff in the home office of International Life to continually do a better job"

Comment is made also on the financial argument with the previous management ended by an agreement under which the former owners paid \$75,000 in full settlement and the purchasers, Cumberland Associates, put up another \$75,000, all of which was added to surplus.

Cumberland Associates bought International Life in 1957.

As of Oct. 31, 1959, International Life had \$12.3 million in force.

W. D. Blaydes, Dallas, has been named man of the year for 1959 by Great National Life.

CONNECTICUT GENERAL OFFERS ITS CLIENTS

People:

A nation-wide staff of people who are experienced and thoroughly qualified to assist in any and all phases of personal insurance planning.

Products:

Life Insurance, Accident and Health, Hospital and Surgical, Catastrophe, Annuities, Pensions — both Individual and Group — and Salary Allotment.

Service:

Ability, facilities, knowledge, skills and experience. Service that appeals particularly to those who insist on getting the right insurance product for the right reason.

Call our local office today. Connecticut General Life Insurance Company, Hartford.

CONNECTICUT GENERAL



Life/Accident/Health/Group Insurance
Pension Plans/Reinsurance

Home Office Changes

Travelers



James G. Batterson, regional group supervisor since 1952, and Assistant Secretaries Frederic C. Krapels, Stuart A. Maher, and Sherwood J. Robb have been named secretaries in the group department.

Walter C. Waddell, assistant secretary since 1951, becomes secretary in the methods and planning department.

Leon J. Kagey and Alden R. Richard-



Fleming

Sun Life
Annual.



Sherwood J. Robb
son, both branch office supervisors since 1955, have been made assistant secretaries.

Archibald W. Baird, assistant secre-



Walter C. Waddell



Stuart A. Maher

tary of the personnel department, has been transferred to the group department in the same capacity.

George W. Cheney Jr., district group supervisor, has been appointed regional group supervisor to succeed Mr. Batterson.

Southwestern Indemnity

John D. Saint Jr., director of A&S sales of American General, has joined Southwestern Indemnity & Life. Before going with American General in 1952, he was with Provident L&A.

Mutual Of Canada

John H. Panabaker has been appointed executive assistant. He joined the company in the bond department in 1950 and has been assistant treasurer since 1954.

United Life & Accident

Raymond C. Pagley has been appointed chief underwriter. He joined the underwriting department in 1957.

Republic National

Del Arneson has been promoted to assistant vice-president of group. He joined the company in 1953 and has been regional group manager at Chicago since 1954.

Dr. Robert T.E. Bishop has been promoted to assistant medical director. Since joining Republic National in 1958,

Dr. Bishop has been in the company's medical and underwriting division. He has also helped develop the company's medical program for home office personnel.

Home Life Of New York

Actuaries advanced to 2nd vice-president and actuary are William Allan and Guy W. Pickering. Mr. Allan is responsible for the administrative phases of the actuarial department and Mr. Pickering heads the new product development division.

Bankers Security Life

Elected directors are Charles N. Bellm, president and director of Atlas Plywood Corp., and Philip A. MacSween, president and director of American Installment Credit Corp.

Nationwide Life

Thomas W. Fowler has joined the company as associate group actuary for special risks. He has been actuary for the New York department for two years and before that was with Northwestern Mutual.

Lutheran Brotherhood

Ernest J. Holman has been appointed assistant to the president. He will continue in charge of advertising and public relations.

Lafayette Life

Max V. Goken, agency vice-president, has been elected president. He will succeed Jacob W. Link, who will retire Feb. 1 after 46 years with the company. Mr. Link will remain on the board.

New York Life

C. W. Shepherd has been appointed a public relations associate in the special projects section. He has been with the committee on public affairs of American Petroleum Institute.

California Life

William H. Fissell has been placed in charge of agencies and it is anticipated that the directors will elect him agency vice-president at their next meeting. The position would be a newly created one for the company, which is now expanding its ordinary life business. Mr. Fissell

has been with Colonial Life as superintendent of agencies and was for eight years assistant superintendent of agencies for Security Mutual Life. He began in life insurance in New York City in 1933. He is a CLU and has contributed articles to life insurance journals on pensions, business insurance and tax problems.

WESTERN AMERICAN LIFE—Luther J. Heilman, Sandia Corp., has been named a director.

LONDON LIFE of Canada has promoted W. B. Rowe, executive assistant of mortgage investments, to associate mortgage executive; P. A. Alexander, assistant actuary, to associate group actuary; G. L. Corneil, securities manager, to assistant se-

curities executive; Orville Eadie, personnel and planning manager, to assistant personnel executive; J. A. Kemp, publications manager, to assistant publicity executive; and E. W. Kennedy, claims manager, to assistant claims executive.

WISCONSIN LIFE stockholders have elected Paul A. Thuet a director. He is a member of the St. Paul law firm of Beaudoin, Thuet, Todd & Pavlak and is a Minnesota state senator.

LINCOLN LIBERTY LIFE—Gerald Burks has been named general agent at Lubbock, Tex. He has been special representative at Victoria, Tex.

BENEFIT ASSOCIATION OF RAILWAY EMPLOYEES has appointed William R. Burns life actuary. He has been with Western & Southern Life and Great-West Life.

FOREST LAWN LIFE has appointed Dale Fredrickson agency director.

WESTERN CATHOLIC UNION—Frank B. Wensing, a member of the fraternal since 1930 and public relations director since 1959, has been elected supreme president. He replaces Joseph B. Reichart, resigned.

Corcoran Heads Merged Publications, Press, Ad Units At Equitable

Equitable Society has merged its advertising and publications department with its press relations department. The combined organization will be headed by Charles R. Corcoran, vice-president, advertising and publications.

Follows Shope Retirement

The move follows the retirement of Leslie R. Shope, manager of the public relations department. Mr. Shope has been with Equitable in the areas of public relations, advertising and press relations for 25 years.

Mr. Corcoran joined the company in 1946 as director of sales promotion and was elected 2nd vice-president in 1953 and vice-president in 1959.

Prudential's mortgage loan and real estate department staff, Chicago regional home office, held its annual meeting there Jan. 21-22. The meeting was attended by more than 80 mortgage loan appraisers from Illinois and Indiana.

memo to home
office executives

The Substandard Risk—Hidden Profit Opportunity?

Many life companies seem to shy away from substandard risks. Yet these risks can prove profitable, if they can be safely covered. And they are most likely to become valuable "good will ambassadors" for the company that insures them.

Because North American is in life reinsurance exclusively, we are constantly exposed to impaired risks in large numbers and wide degree. This fact has produced experience in substandard risk underwriting which can prove invaluable to the life company with a borderline case on its hands. North American's position in evaluating substandard business is this strong—
we will reinsure cases rated up to 500% on an automatic basis and cases rated up to 1000% on a facultative basis.

Services of this caliber lead more and more life companies to reinsure with North American.

To find out more about our services, and what they might accomplish for your company, just write for your free copy of our booklet, "Reinsurance Exclusively".



NORTH AMERICAN REASSURANCE COMPANY

161 East 42nd Street, New York 17, New York
MURRAY HILL 7-1870

Reinsurance Exclusively

LIFE • ACCIDENT & SICKNESS • GROUP

NU

Agency's '59 Record Backs Psychiatry's Value As Hiring Aid

(CONTINUED FROM PAGE 2)

years ago, went over the \$2 million mark.

The 1959 accomplishment was a 25% increase over 1958 and more than tripled the production the agency had when Mr. Drimal took over.

Went From Sixth Place To Fourth

But perhaps the most impressive tribute to the agency's method of operating is that it moved from sixth place in sales among Penn Mutual agencies in 1958 to fourth place in 1959.

In a major-league company having a general agency force of the caliber of Penn Mutual's, even a one-place rise so near the head of the list would be no small accomplishment. A two-

place jump into the fourth ranking position is an achievement that needs no adjectives to embellish it. The agency, incidentally, was in 10th place when Mr. Drimal became general agent.

How did it happen that Mr. Drimal turned to psychiatry as a selection aid when he became general agent seven years ago? He has long had many friends and clients in the medical profession. Among them was Dr. Gerald F. Perry, a psychiatrist. Mr. Drimal told Dr. Perry about the high rate of failure among recruits in the life business generally, running as high as 80% in the first year in many agencies.

Dr. Perry pointed out to him that success in any line of work often depends on whether the individual's personality is suited to the requirements of the job. He commented that the LIAMA aptitude tests commonly used make no claim to appraise the applicant's personality.

Written Tests Invite Dishonesty

A basic difficulty with any pencil-and-paper test, Dr. Perry observed, is that questions it asks the applicant about himself will often elicit answers that are not honest. The applicant tends to give the answer he thinks is desired. Even if he answers candidly his replies need professional interpretation to be meaningful. Tests of this sort, said Dr. Perry, are useful in weeding out the most obviously unqualified but cannot be expected to give a reliable prediction of success.

The best approach, he believed, would be to make an evaluation of the personality of each applicant who had met all the other requirements and passed the usual screening tests. Normally, such an evaluation would be made by a psychiatrist only after many interviews. But because there would not be enough time to do it that way, an alternative method was decided upon.

Psychological Tests Done First

With this procedure, each applicant who has been screened by the usual methods and recommended by Mr. Drimal is given a battery of personality tests by a psychologist, to bring out personality traits without the applicant realizing what he is revealing or being able to cover up what might be important negative aspects.

With the results of these personality tests before him, Dr. Perry is able to conduct a single interview with the applicant and make a personality evaluation that is satisfactory for selection purposes.

During the interview Dr. Perry solicits the cooperation of the applicant by pointing out that it is important to him to know whether his personality is suited to the type of work he is contemplating, for if it is not, he would almost certainly be unhappy and unsuccessful.

Since a person's personality is in process of formation from birth onward and is influenced by his whole life to date, the interview includes a discussion, protected by professional confidence, of the individual's experiences in connection with his family, school, college, and social and business activities.

Can Cheat—But It Shows

Admitting that the applicant may still try to mislead him, Dr. Perry feels that the individual will, never-

theless, reveal the important outlines of his personality. Failure to respond or inconsistency in responses can be even more informative than direct answers.

For example, one applicant was a lawyer who related a history of success as he had moved from New York to the west and back again. As Dr. Perry questioned him on his reasons for each change he had made and on his desire to enter a new field—life insurance selling—the applicant was unable to hold together his fabric of rationalizations as it became obvious that they were inconsistent with the facts.

Real Personality Often Differs

Even in many less extreme cases a different real personality is found behind the front that the applicant presents in his job hunting.

After Dr. Perry has evaluated the applicant's personality, he compares it with the personality patterns of a group of successful life agents that he uses as a norm.

Recognizing at the start of this program that he would need a basis for comparison, Dr. Perry first conducted a study in which he put a group of half a dozen or so highly successful life agents through the same tests and interview procedure he proposed using with applicants. Although the successful agents differed from each other in many ways, they showed certain characteristics that seemed essential to their success. Chief among these were:

1. Intelligence. The mental alertness demanded of today's life agents places an undue strain on anyone who lacks a reasonably high level of intelligence. Anyone whose I.Q. is less than 115 is likely to fall by the wayside.

2. Independence or aggressiveness. After initial training, the agent schedules his own time. He needs a strong capability for self-direction, rather than dependence on others.

3. Lack of extreme emotional problems. Although some problems can be turned to constructive purpose—e.g., hostility can be channeled into a drive for accomplishment—an individual is a very poor bet if he has deep emotional problems that he has not learned how to handle. The insecurity and tension of selling tend to bring these difficulties to the surface.

Experience with applicants subsequently screened has made it possible to refine the pattern of desirable characteristics. For one thing, recruiting of some passive-natured men in the hope of helping them become more independent was a failure. Now passivity is a red flag that strongly warns against signing up the applicant.

None Got Unqualified O.K.

How well has Dr. Perry been able to call his shots? Thus far he has found no applicant whom he could unqualifiedly endorse, but he has recommended with some reservations about one-third of the applicants sent to him. All the applicants had, of course, been through the agency's customary screening process, including the LIAMA aptitude index.

During the seven years that Mr. Drimal has headed the agency, he has also recruited some agents without sending them to Dr. Perry and some in spite of an adverse report from him.

Of the 21 recruits taken on with-

out psychiatric testing, one, or 5% is still in the life insurance business. Of the 19 taken on who were tested by Dr. Perry but not recommended, two, or 11%, are still in life insurance. But of the 46 recruited after being given the psychiatric green light, 32 or 70%, are still in the life business.

Most, though not all, of the 35 shown above as still being in the life insurance business have remained with the Drimal agency. Of those who have left the agency, four have become general agents. Only 30% of those tested and recommended have dropped out of life insurance.

Is The Technique Transferable?

The question naturally arises, Is this a system which works only because of the special individual and joint abilities of the Drimal-Perry team? Could another agency head and another psychiatrist do as well for some other agency?

Dr. Perry disclaims any special knack or technique. He believes the other psychiatrists who understand the personality traits related to success in life insurance selling can duplicate his accomplishment. The Drimal agency is not the only one making use of his services. He interviews all the candidates for one other agency and serves several more agencies on an occasional basis. He looks for the same traits in each applicant and the results are similar to those in the Drimal agency.

Only Potential Is Predicted

Dr. Perry acknowledges that the agency's management helps determine the agent's success but he points out: "We don't predict success. We can be more definite in picking the ones who will almost certainly fail. In the case of the others, we can identify certain characteristics that have a potential for success, but the actual results will depend on the individual, the agency and future events."

The cost of psychiatric appraisal is only a small fraction of the cost that would be incurred in financing training and supervising recruits virtually doomed to failure. Dr. Perry and Mr. Drimal believe that much can be done to minimize this waste of money and management effort by using psychiatric techniques as an aid to selection.

Mutual Benefit Life Sets 1959 Net Yield For Group Pension Funds At 4.51%

Mutual Benefit Life has announced that it will credit a net yield of 4.51% for the allocation of investment income to all group pension fund accounts on contracts issued in 1959.

A spokesman for the company's group division said that removal of the discriminatory federal income tax on insured pension plans, the higher yield from fixed income investments and an improved method of crediting investment income for this class of business have made the crediting of such a rate possible.

Service Guide

CONFIDENTIAL NEGOTIATIONS FOR

SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill.

Financial 6-9782

January 30, 1959

January 30, 1959

Under

Group

Sales

(con)

been gre

over-adve

He cite

example o

have bee

while bei

ding of 1

the charg

been redu

arily fol

the pointed

economic

With in

tinued ex

hope of p

the questi

will get it

commente

if we don'

and that v

75% Earm

More th

ployed pe

\$7,500 a y

26% of t

this gro

that this e

adequate

men."

"Why

better job

business?"

business B

We have

need our

than othe

grade our

too much

earners. V

as perform

ice, but th

actual v

weice."

Gives Co

Mr. Rec

matically

of Conti

home off

employees

ice was s

realized t

ing hard

company,

the mark

employees.

he report

ment since

by people

consulted

all of wha

ctive. The

has been

more tha

ary insu

urchased

The av

a liberal

pension p

was an

not sales

The av

employee

to \$7,500

pension

\$20,000, a

000 mer

including

measurin

needs.

"Do yo

argued th

XUM

Under \$7,500 Income Group Best Potential Sales Area: Reeder

(CONTINUED FROM PAGE 2)

been greatly over-emphasized and over-advertised."

He cited the life business as an example of an industry in which wages have been increased substantially while being counteracted by the handling of larger units and automation, the charge to the buyer has actually been reduced. Inflation does not necessarily follow an increase in wages, he pointed out. What is needed is more economic education for the masses.

With increasing population and continued expansion in the economy and hope of price stability, Mr. Reeder said the question is whether life insurance will get its share and on that score he commented: "We won't get our share if we don't go after all of our prospects, and that we haven't been doing."

75% Earn \$7,500 Or Less

More than 75% of the gainfully employed people in the U. S. earn the \$7,500 a year or less, he said, but only 26% of ordinary sales was made to this group, "so it becomes apparent that this enormous market is not being adequately covered by insurance salesmen."

"Why haven't we been doing a better job for this potential for new business?" I think we and the insurance business have too many status seekers. We haven't time to sell the people who need our product as much, if not more, than others do. We are quick to upgrade ourselves as salesmen. We spend too much time on the higher level earners. We try to think of ourselves as performing an essential public service, but the rank and file of the public we actually leave to their own devices."

Gives Company's Experience

Mr. Reeder illustrated his point dramatically by recounting the experience of Continental Assurance in its own home office. About a year ago an employees insurance consultation service was set up when the management realized that while it had been working hard to get others to buy from the company, nothing had been done with the market potential among its own employees. The new consulting service, he reported, hasn't had an idle moment since it opened its door. Staffed by people trained for the job, it has consulted with many of the employees, all of whom acted on their own initiative. The results are that this service has been responsible for the sale of more than \$4 million additional ordinary insurance—insurance that was purchased but not sold.

The employees, Mr. Reeder said, have a liberal and adequate group and pension plan, "and still all they needed was an opportunity and information, not sales pressure."

The average Continental Assurance employee who has availed himself of this service has a salary in the \$5,000 to \$7,500 range; he has group and pension death benefits of just over \$20,000, and he has purchased additional insurance of approximately \$8,000 merely by having received information as to his present coverages, including social security benefits, and measuring them against his minimum needs.

"Do you wonder why I have always argued that we all have been missing

a lot of bets? Do you wonder why I have always argued that liberal amounts of group insurance and pension plans need not reduce ordinary sales? Isn't there a lesson here for many of us? We are one of the major writers of group and pension plans in the country. Aren't we missing the boat for additional ordinary insurance in the people whom we are covering for group and pensions? Shouldn't you as general agents offer an employer this financial consulting service for his employees? You will find it pays you well and it is truly appreciated by the employer as well as the employees. This business is ours and yours for the asking, but we are not honestly doing the job we should until we are reaching more and more of the salaried people in the \$5,000 to \$7,500 bracket."

Pointing out that ordinary life is a rewarding method of saving, a safe way to invest funds and that no investor can improve upon the rate of return, Mr. Reeder said producers should equip themselves fully with such facts and arguments because they can be used to good advantage with an insurance buyer of any size.

If More Life Business Is Desired, Sell A&S, San Antonio Agents Told

Members of San Antonio Life Underwriters Assn., at their January meeting, were urged to sell an integrated insurance program of both life and A&S by Ralph Keller, American General Life, Austin. An agent cannot sell life insurance alone and do a complete job, he said, adding that too many agents work on a "policy peddling" basis.

Mr. Keller said many agents avoid A&S selling because they think of it as only headaches and heartaches. The heartaches become heartthrobs, he declared. An A&S sale often serves as an opener for life insurance purchases, and he cited a number of his own experiences to illustrate this.

Because of his A&S volume, hardly a week goes by that he does not pay several claims to living insured. These payments build prestige for the agent and stimulate interest in life insurance, he pointed out.

California Assns. Sponsor Practical Politics Study

A series of pilot workshops on practical politics is being co-sponsored by California Assn. of Insurance Agents and California Assn. of Life Underwriters. The project is based upon study courses available from the U.S. Chamber of Commerce, and the first course is scheduled to be given soon in three unnamed California cities.

Spokesmen for the two associations say the courses are expected to provide incentive for increased political activity by members. If the pilot courses are successful, they will be extended to local associations. The course, to be conducted on a non-partisan basis, will run for nine weeks, with one 1½-hour session each week.

4% Advance Payment Discount

West Coast Life has a new discount rate of 4% on premiums paid in advance. The rate is effective on all advance premiums paid during the calendar year 1960.

C. Murray Jones, general agent at Pittsburgh of Franklin Life, led the company in sales in December with \$981,452.

Ohio National Has 50th Anniversary Rate Book Ready

(CONTINUED FROM PAGE 2)

dividend illustrations based on the company's substantially increased 1960 dividend scale.

The new whole life plan, called econolife, is paid-up at age 98. It is available in amounts of \$10,000 or more with Ohio National's regular quantity discount applicable to amounts of \$25,000 or more. Cash surrender values reflect the generally higher than average size policy sold on the plan. Sample figures per \$1,000 for \$25,000 or more purchased at age 35: Guaranteed premium, \$22.92; twenty year average net payment \$17.78.

Family Riders Extended

Family benefit riders have been developed which will extend family benefit coverage to most policyholders, since the riders may be added to existing policies as well as issued with new policies on most plans of insurance.

The family circle rider provides decreasing term on the life of the wife until her husband's age 60 plus level term insurance to age 23 on the lives of present and future children.

The one parent family circle rider provides additional decreasing term on the life of the insured under the basic policy until age 60 plus the same children's coverage as in the family circle rider. The one parent family circle rider has been especially designed for situations involving dependent children of widows, widowers, and families in which one parent is uninsurable.

Annuities Revised

Annual and single premium retirement annuities have been revised to include all of the company's regular settlement options which are now available either to the annuitant or to the beneficiary of a death claim. The annual premium to provide a specific amount of retirement income is materially reduced.

Non-par immediate annuity single premium rates are as follows: A single premium of \$15,036 will buy \$100 per month for life, non-refund for a male age 65, as compared with \$15,907 formerly.

Mortgage protection reducing term riders have been revised to provide, in combination with the basic policy,

coverage for a 7% mortgage, in view of present mortgage interest rates.

The other subject of these nationwide meetings was the introduction of Ohio National's coordinated programming procedure, "Directed Dollars." This "flexible, comprehensive and streamlined" sales technique is expected to lead the way to record sales on the part of the field force, the company states.

Desk-Size Electronic Computer Installed By Massachusetts Mutual

Massachusetts Mutual has installed a Royal Precision LGP-30 electronic computer in its actuarial division. The desk-sized computer, acquired from the Royal McBee Corp. of Port Chester, N.Y., is to be used in developing new plans of insurance, rate structures and dividend schedules.

The LGP-30 has a 4,096-word memory, operates on 110-volt house current and uses no more electricity than an electric steam iron. It is useful for work in life insurance mathematics, since it accepts instructions in customary terms and symbols and automatically translates them into machine code.

Acquisition and operation costs of the computer are modest compared with large-scale electronic equipment according to Massachusetts Mutual. It lends itself to actuarial research work, because it saves skilled man hours required for desk calculator operations and yet does not involve the high costs of computations on large-scale electronic equipment.

In one recent application at Massachusetts Mutual, computations for a comparative study of pension rates were programmed and run on the computer in a total elapsed time of one hour. The same computations previously would have kept an experienced mathematician busy for more than 40 hours. Massachusetts Mutual also estimates that with the aid of the computer, research for new insurance plans and rate structures can be completed from two to 10 times faster than with conventional desk-calculators.

Fort Collins (Colo.) Agents Elect

Thomas Bassett, Franklin Life, has been elected president of Fort Collins (Colo.) Life Underwriters Assn. Other new officers are Donald Howard, Paul Revere Life, vice-president; Theodore Eller, Security Mutual, secretary, and R. Neil Benedict, New York Life, treasurer.

**This is the Symbol
of Success to a
Fast-Growing Group
of General Agents**

*are you
ready
to join
them?*



Old Republic
Life Insurance Company

307 North Michigan Avenue, Chicago 1, Illinois

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

HOME OFFICE AGENCY EXECUTIVE

A leading midwest Life and A&S Company, writing on both an individual and Group basis, has opening for capable, experienced individual to supervise General Agencies.

A successful record as Agent and Supervisor is necessary. Selected individual must be capable of recruiting, supervising, and motivating General Agencies in Life and A&S. Your age range will be between 30-45.

In replying please indicate education, experience, age, past and present company affiliations, income and reasons for desiring change.

Starting salary is in the five-figure bracket. Your reply will be held in strict confidence.

Address box M-6, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Home Office

REGIONAL SUPERINTENDENT

Michigan-Ohio-Illinois

Well established Life Company continuing rapid expansion program, now interviewing men capable of Recruiting and Supervising new agencies and developing present agencies. Opportunities in Michigan, Ohio and Illinois. Substantial salary based on qualifications, liberal overwriting and expenses. Replies held in strict confidence. Send complete resume to Box M-10, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

GROUP SALES POSITION

We are an Old Line Life Company affiliated with a nationally known industrial organization having thousands of employees. Contacts and prestige are unlimited. Man we need must be a salesman who understands service and administrative needs as well. If you feel your experience and background qualifies you, write us giving complete resume, and present compensation. We will respect your confidence. Address: Agency Director, Box M-16, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Life Insurance Agency Management Opportunity

Substantial expanding Missouri Company has a real opportunity for qualified life insurance agency manager. Manager selected will set up a sales program in part of Missouri including recruiting, supervising and training. Opportunity for advancement to key regional sales executive position. Guaranteed income plus bonus and travel expense. Car required. No relocation if living near Kansas City. Our employees know of this ad. Send detailed personal history and business resume. Write Box L-99, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

MEMPHIS

Exceptional opportunity waiting for qualified man who can take over well established life insurance agency in Memphis and expand it successfully. You'll be with a large Eastern company with nationally recognized method of operation and effective agency-building aids. Our people in Memphis know about this ad. Write in strict confidence to Box M-13, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

HOME OFFICE UNDERWRITER

A well-known, top-ranking, 68 year old, Mid-western Life company has exceptional opportunity for an Assistant Home Office Underwriter. The company is presently handling \$100 million of new business, annually. Qualified men will assist Chief Underwriter in expanding Underwriting Department to meet the ever increasing needs of the company's enlarged field force. Salary commensurate with experience. College degree preferred, but not necessary. If you feel that you can qualify for this unusual opportunity for advancement, write in confidence, giving complete summary of your personal and business background. Write Box L-94, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED: ACTUARY

A Pennsylvania Fraternal Life insurance Society has excellent opportunity for a qualified, experienced man in actuarial field. Society is now using consulting actuary and desires services of full time actuary with executive ability. Salary open. Correspondence confidential. Write giving history and experience to Box L-69, c/o The National Underwriter Co.

N. Y. Department's Banquet Draws Crowd

(CONTINUED FROM PAGE 1)

supervision should be to afford the fullest possible protection to the public, with the least possible annoyance or expense to, or interference with the companies."

Mr. Ecker said that when companies find the department taking a contrary position on issues, it is surely not because the department opposes change. It may well be that the appropriate channel in many cases is through legislation rather than regulation.

Mr. Hammel gently chided Mr. Ecker for "stealing his speech." Researchers for both of these gentlemen apparently had come upon the quote statement by Superintendent Miller and it was an important part of ballyhoo addresses. Mr. Hammel not only gave credit to the New York department for the formation of NAI but also for consistent aid to the progress and development of the body.

Gov. Rockefeller's talk was reported in last week's issue.

Superintendent Thacher, who had a busy evening injecting home touches between speeches, at one point noted that one of the early superintendents of the department who personally conducted many company examinations nearly a century ago, incurred severe criticism when the department's budget rose from a little over \$6,000 in one year to more than \$34,000 the next. Since the centennial birthday tickets went for \$25 a head mostly to industry people, Mr. Thacher's little anecdote from the past provided an interesting commentary on the way that a century has changed industry attitudes toward expenditure attributable to New York insurance supervision.

Public Representatives To Dominate Md. Blue Board

Commissioner Sears of Maryland has approved amendments to the by-laws of Maryland Blue Cross which provide that a majority of its trustees be representatives of the general public.

According to the department, the Maryland plan is believed to be the first Blue Cross to permit domination of its board by subscribers. The new board will consist of 16 members representative of hospitals and medical organizations and 17 subscriber representatives.

The commissioner expressed his belief that a majority of the board should consist of laymen at a legislative hearing last September and the department believes that the by-law change was a direct result of his testimony.

Says Underwriters Need Good Mental Attitude, Too

A positive mental attitude was advocated by Jack Olson, director of agencies of Combined of Chicago, at the January meeting of Illinois A&S Underwriters Forum. This philosophy must be adopted by not only agents but underwriters as well if they want to excel, he said.

Mr. Olson urged his listeners to believe in the axiom of hard work that the quantity of effort plus the quality of effort plus mental attitude are equal to the compensation.

Witten Leads Union Central

Daniel M. Witten of the Judd C. Benson agency at Cincinnati of Union Central led the company in insurance written in 1959 with more than \$2 million. He has been with the Benson agency since 1946, and by 1957 ranked fourth in the company in sales and in 1958 he was third. During each of the last three years he has sold more than \$2 million. He is currently serving as president of the Cincinnati chapter of CLU.

Mr. Witten's \$2 million production resulted in more than \$60,000 of annual premium, none on the bank loan plan.

By H. W.
135 S. L.
Atena L.
Beneficia
Business
Cal-Wes
Common
Connecti
Contin
Franklin
Great So
Gulf Lit
Jefferso
Kansas
Liberty &
Life & C
Life of V
Lincoln
National
North A
N.W. Nat
Ohio Sta
Old Line
Republic
Southland
Southwes
Travelers
United, I
U. S. Lif
Washington
Wisconsi

See P
As Ne

LANS
organiza
dental s
nual de
igan Sta
Rutledg
Dental g
which,
formatio
by the
to avoid
Dr. R
looking
fringe b
contract
men alr
fits in
market
dicted g
nature i
ing deca
Thoma
lations
Service
any den
after Bl

Prude

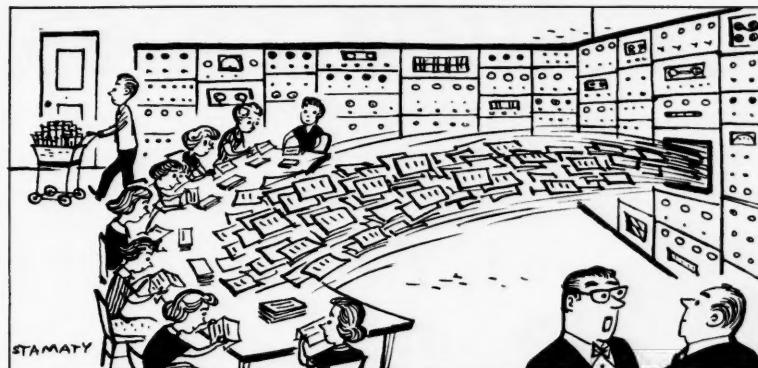
An ex
Alabama
of Chic
1954-Dec
1960, no
company
the limi
ance co
nearly 1
the non
computer
Subsec
presiden
Kramer,
ment by
be corre

The c
George I
fifte
ber, wa
linois a
The I
quisition
and to 1
Years. I
a first 3
year pre
this figu
renewal
ums in c
exceeded

Crowd

Stocks

| By H. W. Cornelius of Bacon, Whipple & Co. 133 S. La Salle St., Chicago, January 26, 1960 | | |
|--|--------|---------|
| | Bid | Asked |
| Aetna Life | 83 1/2 | 86 |
| Beneficial Standard | 15 1/2 | 17 |
| Business Men's Assurance | 39 1/4 | 42 |
| Cal-Western States | 112 | 120 |
| Commonwealth Life | 21 1/2 | 23 3/4 |
| Connecticut General | 372 | 390 |
| Continental Assurance | 152 | 162 |
| Franklin Life | 80 1/2 | 84 3/4 |
| Great Southern Life | 80 | 85 |
| Gulf Life | 20 1/2 | 22 1/4 |
| Jefferson Standard | 98 | 103 1/2 |
| Kansas City Life | 1420 | 1465 |
| Liberty National Life | 60 1/4 | 64 |
| Life & Casualty | 21 | 22 3/4 |
| Life of Virginia | 50 1/4 | 54 1/4 |
| Lincoln National Life | 232 | 245 |
| National L. & A. | 115 | 122 |
| North American, Ill. | 15 3/4 | 17 |
| Nw. National Life | 95 | 105 |
| Ohio State Life | 330 | 365 |
| Old Line Life | 69 | 73 |
| Republic National Life | 91 1/4 | 97 1/2 |
| southland Life | 93 1/2 | 101 |
| Southwestern Life | 54 1/4 | 59 1/2 |
| Travelers | 81 1/4 | 84 3/4 |
| United, Ill. | 47 1/4 | 50 1/2 |
| U. S. Life | 38 1/2 | 41 1/4 |
| Washington National | 54 1/2 | 58 1/2 |
| Wisconsin National Life | 39 1/2 | 43 1/4 |



"THOSE ARE THE PAPER HANDLERS THAT CAME WITH THE COMPUTER."

Pays Hospital In Blood,
Seeks Money From Insurer

MINNEAPOLIS—An unusual hospitalization case involving Travelers is pending in Minneapolis municipal court and the decision may have nationwide repercussions. The point at issue is whether an insurance company should pay for blood donated to a hospital by a member of a group insured for hospitalization.

Vernon A. Scharber was a member of a blood bank in the factory where he worked. In July, 1959, his wife had an operation and was given two pints of blood from her husband's blood bank. Under the group contract, all actual hospital costs are paid by Travelers.

The charge for two pints of blood was \$60 but the hospital preferred to have blood rather than money. So Scharber replaced the blood from his own bank. He claims that the \$60 charge for the blood would have been paid by Travelers had he not given the blood. Therefore, he claims he was put in the position of providing the insurance company with blood and should be paid for it just as Travelers would have paid the hospital for the blood.

Travelers contended it had paid the hospitalization bill and therefore had fulfilled its obligation to Scharber.

Both sides were given 10 days to file briefs.

Cleveland GAs Honor Leaders

Leaders from member agencies were honored at the annual meeting of Cleveland Life Insurance Managers' & General Agents' Assn. Bert Palo of Prudential was guest speaker and Louis B. Seltzer, editor of the Cleveland Press, presented certificates of merit.

New Life Insurer To Begin
With \$68 Million In Force

Sentry Life, new affiliate of Hardware Mutuals, which will begin its first full year of operation in 1960, already has some \$68 million in force which was written on group and individual policies offered to employees while the life operations were being organized in 1959. Sentry lays claim to being the first life company in the country to plan all of its operations around the latest transistorized electronic data processing systems. Clerical operations will be concentrated at Stevens Point, Wis., to take advantage of the electronic data processing center there, which is being erected by Hardware Mutuals.

Sentry Life will offer a variety of individual ordinary life, whole life, endowment and group contracts through the Hardware Mutuals field force. The format of the new policies is modern and the language simple.

New Handbook Of
Ohio Is Published

A new Underwriters Handbook of Ohio has just been published by the National Underwriter Company. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout the state. A new special section is devoted exclusively to automobile and plate glass replacement companies. Copies of the new Ohio handbook may be obtained from the National Underwriter Company at 420 East Fourth Street, Cincinnati 2, Ohio. Price \$12.50 each.



New officers of Indiana Home Office Underwriters Assn. are, from left: Miss Ruth C. Keller, American United Life, secretary-treasurer; Roy Dittman, Hoosier Farm Bureau, president; and Clairus Dew, Midwestern United Life, vice-president.

Conventions

Feb. 8-10, Health Insurance Assn., annual group forum, Drake Hotel, Chicago.

Feb. 15, Insurance Economics Society, executive committee, Drake Hotel, Chicago.

Feb. 19-20, New York Life Underwriters, general agents & managers conference, Queensbury Hotel, Glens Falls.

Texas Tri-City Sales Congress, Feb. 25, Dallas; Feb. 26, San Antonio, Feb. 27, Houston.

Feb. 26-27, Institute of Home Office Underwriters, midyear executive committee meeting, Hollywood, Fla.

March 10, Boston Life Underwriters, New England sales conference, John Hancock Hall, Boston.

March 14-16, Life Insurance Agency Management Assn., agency management conference, Royal York Hotel, Toronto, Canada.

March 20-24, National Assn. of Life Underwriters, midyear, Louisville.

March 24-25, Society of Actuaries, eastern spring meeting, Mayflower Hotel, Washington D. C.

March 28-30, Life Office Management Assn., debit insurance forum, Sheraton-St. Charles Hotel, New Orleans.

April 11-13, Life Insurance Agency Management Assn., accident & sickness meeting, Edgewater Beach Hotel, Chicago.

April 27-29, Life Insurance Agency Management Assn., combination companies conference, Hollywood Beach Hotel, Hollywood Beach, Fla.

May 5-6, Society of Actuaries, western spring meeting, Roosevelt Hotel, New Orleans.

May 9-10, Assn. of Life Insurance Counsel, midyear, The Greenbrier, White Sulphur Springs, W. Va.

May 9-11, Home Office Life Underwriters Assn., annual, Sheraton-Plaza Hotel, Boston.

May 10-12, National Assn. of Insurance Commissioners, Zone V spring meeting, Biltmore Hotel, Oklahoma City.

May 13-14, New England General Agents & Managers Assn., management conference, New Ocean House, Swampscott, Mass.

May 16-18, Insurance Accounting & Statistical Assn., annual, Hotel Sherman, Chicago.

May 16-18, Health Insurance Assn., annual, Statler Hilton Hotel, Dallas.

May 19-23, MDRT annual, Hawaiian Village Hotel, Waikiki Beach, Hawaii.

May 25-27, Life Insurers Conference, annual, Roosevelt Hotel, New Orleans.

May 30-June 1, American Life Convention, medical section, The Greenbrier, White Sulphur Springs, W. Va.

May 30-June 3, National Assn. of Insurance Commissioners, annual, Fairmont Hotel, San Francisco.

June 23-25, Texas Life Underwriters, Brownsburg.

July 7-9, International Assn. of Insurance Counsel, annual, The Greenbrier, White Sulphur Springs, W. Va.

July 17-20, Consumer Credit Insurance Assn., The Greenbrier, White Sulphur Springs, W. Va.

July 21-23, National Assn. of Life Companies, annual, Skirvin Hotel, Oklahoma City.

August 22-24, International Federation of Commercial Travelers Insurance Organizations, annual, Queen Elizabeth Hotel, Montreal, Canada.

August 20-Sept. 2, National Insurance Assn., annual, El Dido Hotel, Miami Beach.

Sept. 11-16, National Assn. of Life Underwriters, annual, Statler & Mayflower Hotels, Washington, D. C.

Sept. 18-21, International Claim Assn., annual, Whiteface Inn, Whiteface, N. Y.

Sept. 21-23, Life Insurance Advertisers Assn., annual, Essex House, New York.

Sept. 26, Fraternal Actuarial Assn., annual, Queen Elizabeth Hotel, Montreal, Canada.

Sept. 26-28, National Fraternal Congress, annual, Queen Elizabeth Hotel, Montreal, Canada.

Sept. 26-28, Life Office Management Assn., annual, Royal York Hotel, Toronto, Ont., Canada.

Sept. 28-30, Society of Actuaries, annual, Edgewater Beach Hotel, Chicago.

Oct. 10-11, Conference of Actuaries in Public Practice, annual, Drake Hotel, Chicago.

Oct. 10-14, American Life Convention, annual, Edgewater Beach Hotel, Chicago.

Oct. 27-29, Midwest Management Conference, annual, French Lick, Indiana.

Nov. 2-4, Institute of Home Office Underwriters, annual, Statler Hotel, Washington, D. C.

Nov. 14-17, Life Insurance Agency Management Assn., annual, Edgewater Beach Hotel, Chicago.

Nov. 28-Dec. 2, National Assn. of Insurance Commissioners, regular meeting, Commodore Hotel, New York.

Dec. 12-13, Assn. of Life Insurance Counsel, annual, Waldorf-Astoria Hotel, New York.

Dec. 13, Institute of Life Insurance, annual, Waldorf-Astoria Hotel, New York.

Dec. 14-15, Life Insurance Assn., Waldorf-Astoria Hotel, New York.

Dec. 28-30, American Assn. of University Teachers of Insurance, annual, St. Louis.



Z-Z-Z-Z-Z-Z-Z-Z-Z-Z

Sleep is often catch-as-catch-can for a lot of home office people at Minnesota Mutual. They're kept pretty busy out in the field, working with agent after agent in town after town, demonstrating how any man can be a success using our formula for selling life insurance.

Here's the formula: ✓ The right combination of *organized* selling methods ✓ Thoroughly proven presentations aimed at selling life insurance to fit *specific* needs ✓ Dramatic and convincing visual aids that

get a prospect's full attention ✓ A better-paying incentive contract for agents, incorporating an unusual combination of persistence fees for quality business.

Shown how by a hard-working home office staff, an aggressive field force in 116 offices from coast to coast has put Minnesota Mutual in the top 4% in the industry. This zooming "Star of the North" now has over \$2 billion of life insurance in force—the second billion written in less than five years!

The **Minnesota**  **Mutual Life**
Insurance Company

Victory Square - St. Paul, Minnesota

Febr
64th Y

Co
Do

By

NEW
duel bet
necticut
the New
life com
casualty
Judge A
court he
they wan
company
ment he
the oral

Since
much too
out the

Reco
Ordin
1959

Ordina
ing to L
539,000,00
inary s
prediction
lion ma
president
of New
meeting
ember.

Decem

924,000,00

Sales
in 1959
up 4%,
784,000,00

Group

new gro
to group
were \$11
a 3% dec
\$2,333,000

Industr
year and
December
million, d

Sales in
either 19
\$133.5 m
sold ther
1959 sinc
in 1958 d
coverage

Top A
By Bos

The ou
Boston ag
annual "n
Boston G
agers Ass
Feature
ingale of
Preside
able Soci
present to
framed, h
Attend
more than